

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA®

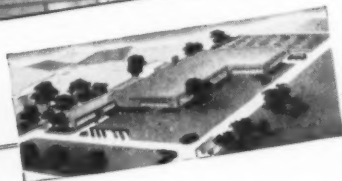


Volume 25
Number 6

JUNE, 1957

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After 12 Months' Operation – International's Bulk Flour Handling Reported A Complete Success!



KOEPLINGER'S BAKERY, INC.
20402 SANTA BARBARA DRIVE UNIVERSITY 3 2021
DETROIT 21, MICHIGAN

January 6, 1956

Mr. Charles Ritz,
Chairman of the Board
International Milling Company
Minneapolis, Minnesota

Dear Mr. Ritz:

As you know, we have just completed our first year's operation with an inplant bulk flour system. While I was enthusiastic about bulk flour from the start, I did hold certain reservations about the proper aging of bulk flour, dependability of delivery, and how long it would be before I could realize a return on my investment.

With one year's experience behind us, I'm happy to advise that bulk flour handling in our plant has withstood the test of time. Not only have we eliminated sack costs, we also have minimized handling and housekeeping costs. I can also advise that with a bulk handling system, no production difficulties have been encountered, and we have maintained the high quality of our products. The trucking service you have provided has been prompt and convenient. In short, I am more than satisfied with the savings, convenience, and quality of flour we have received since changing over to bulk flour as supplied by International.

Since your engineering staff planned our bulk installation, and actually supervised the construction, I feel your entire organization deserves a vote of thanks for helping to make possible one of the most significant advances in our bakery since we first opened.

Sincerely,

Karl Koeplinger
Karl Koeplinger, President
Koeplinger's Bakery, Inc.

BAKERS OF FINE SPECIALTY BREADS

Handling flour in bulk can mean substantial savings for you as it did for Mr. Koeplinger! You immediately eliminate sack costs and minimize handling and housekeeping requirements, and still get the same finest quality "Bakery-Proved" Flours by switching to International's Bulk Flour Service. "Bakery-Proved" Bulk Flours can be delivered to

you by railroad car or truck, whichever suits your location best.

International's engineering staff has had many years' experience handling bulk flour problems. Ask your International representative for further information as to how bulk flour handling can be adapted to your bakery!

"Bakery-Proved" – Trademark

International
MILLING COMPANY

GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA





In this our 35th year, we pause briefly to reflect on our modest position in a great industry . . . an industry so large that our ingredients used at the rate of but a few ounces per 100 lbs. of flour have contributed to the quality of enough bread to reach over five times the distance to the moon.

But much more important than statistics is the confidence of our many friends, - for which we are deeply grateful.

This confidence merely affirms your own endorsement of these sound management objectives:

1. Make a quality product
2. Constantly strive to maintain or improve that quality
3. Price it at its true value
4. Make it readily available
5. Advertise truthfully

Your friendship and the application of these principles have brought our sales volume and quality to an all time high - and our prices to an all time low.

Paniphus

4049 PENN
KANSAS CITY 11, MISSOURI
TORONTO OFFICE, 526 BAY ST.



The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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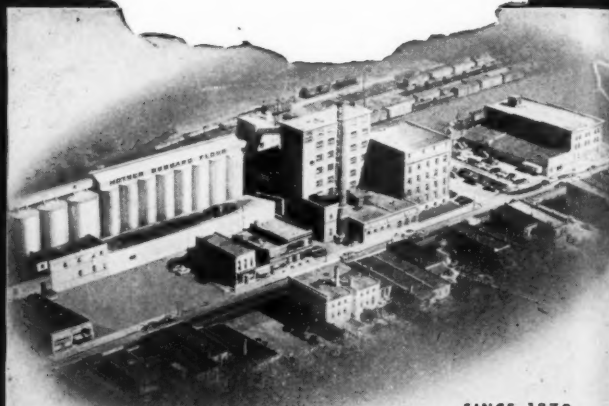
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KING HUBBARD

Known far and wide
for its uniform
high-protein content



SINCE 1879

HUBBARD MILLING COMPANY
MANKATO, MINNESOTA



Although we have one of the newest flour mills in the United States, we have just completed a new remodernization program. Result—increased sanitation—increased efficiency—increased capacity.

Our capacity was increased more than 50%. As a result, we welcome inquiries from quality-minded bakers who prefer a short patent mellow spring wheat flour.

TRI-STATE MILLING CO. Rapid City, S. Dak.

This nationwide fad can help you sell more feed and flour!



Dresses made using Simplicity Pattern #1911



Skirt made using Simplicity Pattern #1490

Fulton presents new "Bandana Bags"



EVERYBODY loves bandanas . . . so Sally Fulton, our fashion consultant, designed this bandana bag for feed and flour. It's now available for use in 10, 25, 50 and 100 pound containers. The over-all pattern, without a border, makes the bag easy for all

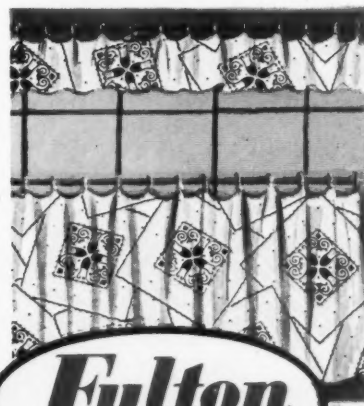
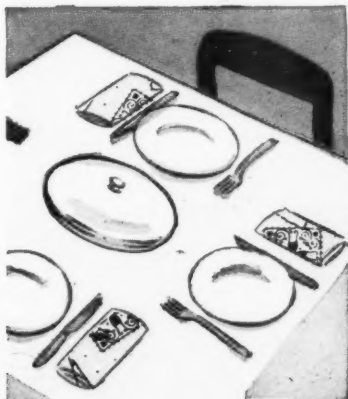
sew-it-yourself housewives to use, and encourages repeat purchases.

Fulton's new "Bandana Bag" is the outstanding low-cost sales booster of the year. Get your order in today to your Fulton representative!

Free point-of-sale posters showing Simplicity Pattern suggestions available for your dealers



Simplicity Pattern #1781



ATLANTA • CHICAGO • DALLAS • DENVER • KANSAS CITY • LOS ANGELES • MINNEAPOLIS
NEW ORLEANS • NEW YORK • OKLAHOMA CITY • PHOENIX • ST. LOUIS • SAN FRANCISCO • SAVANNAH



There are two simple but vital factors behind the well-known excellence of KELLY'S FAMOUS flour. One is the careful selection of superior wheats and the other is devotion to an ideal of milling perfection that has guided this company for more than 50 years.

*Milled exclusively from scientifically
selected varieties of finest hard wheat
under constant Laboratory Control.*

The WILLIAM KELLY MILLING COMPANY
Capacity 5,000 Sacks HUTCHINSON, KANSAS Grain Storage 1,000,000 Bus.



*proving that old habits
can be costly*

June, 1957

Groc
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NEW YORK
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PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.



UNIFORM-MILLED FLOURS BY
THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

Grocery Organization Head Predicts Greater Purchases

NEW YORK—The American people bought a record amount of food and grocery products in 1956, and continued gains are likely in 1957, according to Paul S. Willis, president of Grocery Manufacturers of America, Inc. "Total consumer food expenditures in 1956 established a new record, topping \$70 billion, compared with \$67 billion in 1955 and \$16 billion in 1939," Mr. Willis said.

"In addition, consumers bought more than \$5 billion worth of other grocery products—soaps, detergents, cleansers, waxes, household paper goods, etc. With the industry's peak productivity, with a growing population, more families earning higher incomes, and more people wanting to live better, food spending may well reach \$73 billion next year and substantial increases are also expected for other grocery products. Along with this considerable rise in volume, we expect that 1957 will be a year in which management will consolidate its gains, strengthening its financial position and integrating its operations."

"Each successive year since 1946, when materials and new equipment first became available after the war, grocery manufacturers have invested record amounts in expanding and replacing plant and equipment. The cumulative investment for this 10-year period adds up to about \$6 billion. This impressive total reflects in large part the growth of the industry."

"However, it also has been influenced by outlays made to catch up on replacements postponed during the war. With this catch-up factor now out of the picture, with many new plants built and in operation, and with money supply tight, the investment picture enters a new phase. Management's attention is turning more toward consolidating and integrating its vast new operation than toward the rapid addition of more capacity. That does not mean that less money will be invested. No doubt substantial sums will be needed as management takes advantage of the new developments in layout, electronic equipment, and automation, which make plants out of date while they are still young. But it does mean that the hurry up catch-up pressure to add capacity is behind us and that management will plan and select new capital outlays with great patience and study."

Taking a longer look ahead, Mr. Willis said that his prediction of a \$100 billion total food market for 1965 still stands. "Our industry is responding vigorously to the demands set by American consumers. We have managed not only to meet their needs, but to provide extra values, in the form of convenience, quality, wholesomeness, attractiveness, and variety. The fact that we have done so

well poses a challenge for the future. A good portion of our food spending is in the 'discretionary category,' and this will be increasingly so in the future. Most people are already well and conveniently fed. That means that further grocery sales increases must be obtained in competition with other industries which are these days bidding louder and more vigorously

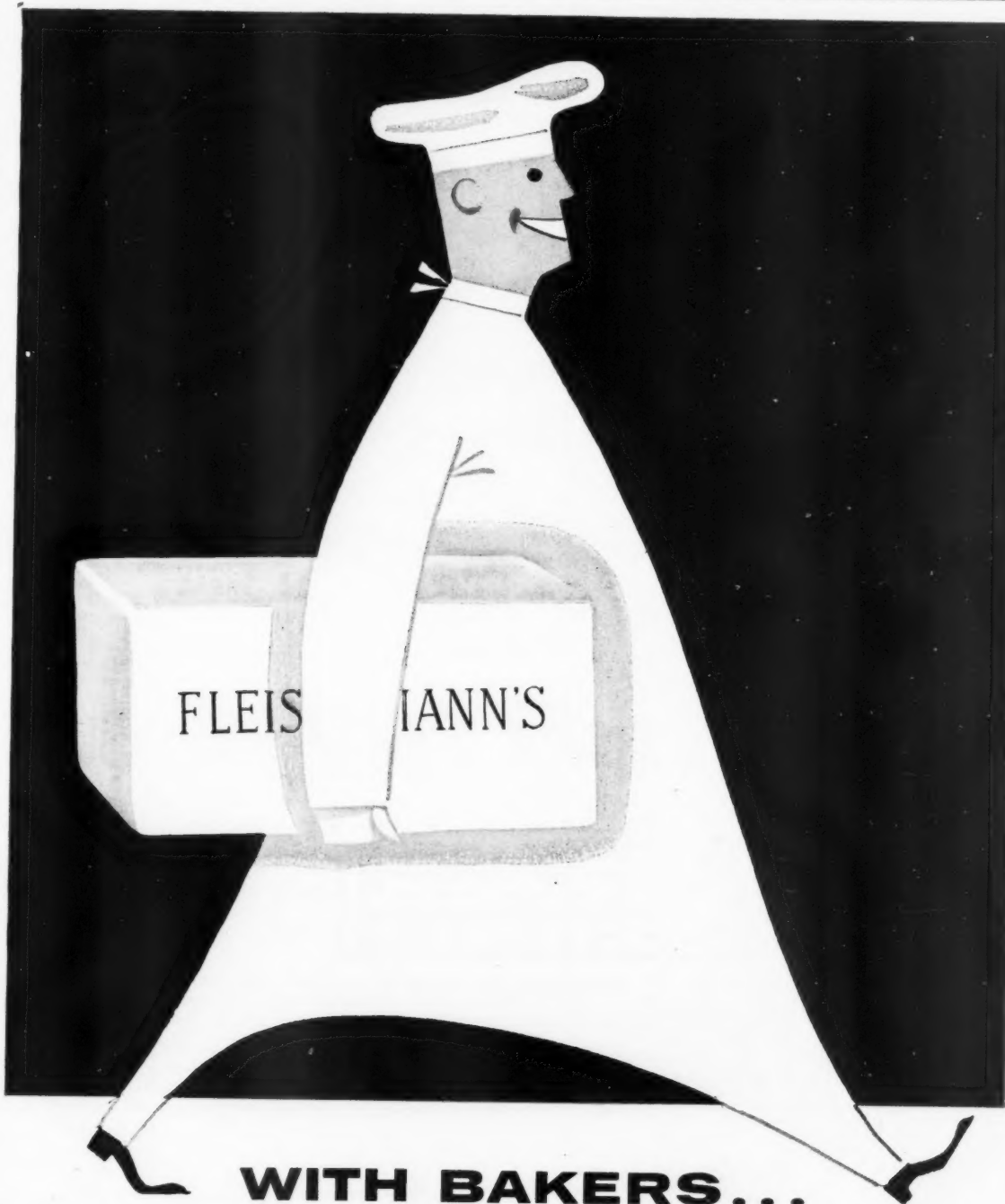
than ever before for a larger share of the consumer's dollar.

"One great factor of strength for the future is the climbing level of family incomes. And we have a responsibility to ourselves to work together to make good on this potential . . . and to the public to continue to progress on its behalf."

Commenting further on higher incomes, Mr. Willis pointed out that a recent study had revealed that spending on food keeps rising as family income rises. The middle and high income families are not just slightly better food customers than

low income families. The \$5,000 a year family spends \$30 a week on food, double the spending of the under \$2,000 group, and the \$10,000 and up family spends over \$50 a week. The trend in recent years is for more and more families to move out of the lower brackets into the middle and higher income groups.

"American consumers, already the best and most conveniently fed in the world, will find a continued abundance available for their selection in 1957," said Mr. Willis, "although the total crop output for 1956-57 hasn't been calculated yet."



WITH BAKERS....

FLEISCHMANN is First



Consult your Fleischmann man about the additional benefits you can get—in Merchandising aid and Production help



Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astoria WISCONSIN

COMMANDER-LARABEE

ENJOY BREAD EVERY MEAL

TO ELEVATOR

BOARD OF TRADE

GRAIN EXCHANGE

COMMANDER-LARABEE

SAFE GRAIN STORAGE

FOR THE BIKES

PNEUMATIC EQUIPMENT

WHEAT SELECTOR

SCRUBBING MACHINE

milling department

BAKERY

QUALITY PROFITS

PERFORMANCE SALES

SHIPPING DEPARTMENT

ENJOY BREAD EVERY MEAL

TO RETAIL FOOD STORE

building with bread profits

fully protected while loading

AIRSLIDE Railway Car

CHECK-BAKED WHILE MATURING IN SKYSCRAPER-HIGH BULK TANKS

EUROPEAN PURIFIER

TO BULK TANKS

CHANGE... the constant challenge!

Talk about changes! . . . any baker we know can tell you about a whole procession of 'em—miles long!

Same thing in the milling business. Just this year's changes include for example, complete pneumatic handling, as well as installation of European-type purifiers . . . big improvements, but only a small part of our long-range program of complete modernization and expansion.

Being bakery flour specialists carries a husky responsibility for constantly planning and working ahead to fulfill your specifications and demands of tomorrow and all days to come.

If you are not already making use of our specialized services (although a great many leading bakers are), why not send a part of your business our way? We'll pay the freight on your phone call or wire . . . and give you the most pleasing product and service you've ever had!

COMMANDER-LARABEE

MINNEAPOLIS • KANSAS CITY

BAKERY DELIVERY TRUCK

enjoy bread every meal

HOME SWEET HOME

Comment . . .

. . . by Cooley

For the past several years this page has carried, during the summer season, a reminder to bakers that July is Picnic Month, and August is Sandwich Time. Its purpose is to act as another nail in the promotional scaffold that the baking industry is building toward higher sales and profits.



F. W. Cooley, Jr.

Every industry promotional medium, whether it be a business publication, a trade association, or a company newsletter, can take part of the credit for making the summer months profitable ones for the baking industry. It is true that outdoor living has carried a bonus for baking, but at the same time these reminders to the house-

wife and amateur chef may be responsible for the growth in popularity of the barbecue.

It's an illustration of the progressive effect of these promotions, and is proof that no effort should be spared to make each year's Picnic and Sandwich Time promotions better than the year before. Who can say that the baking and milling industries, and all the related food fields joining with them, have not been responsible for this summertime surge? Suburban living has put the picnic grounds in the back yard for millions; for others it is a short ride in the family car.

Both these industry contributions to better sales deserve the full cooperation of every baker—not merely through lip service or the ordering of a "one-of-each" promotional kit, but through the actual scheduling of bakery advertising to back up Picnic Month and Sandwich Time through every advertising medium available to the baker.

Each year the list of meat, soup, and condiment manufacturers tying in with Picnic Month grows—don't you sort of wonder when you see a 16-page picnic supplement in your local paper with only one baker represented?

Ever consider what an impact he's getting by being the only one? If your bakery is in the same supplement, you'll both benefit and the baking industry will have twice the opportunity to tell the reader—"don't forget the bread, rolls, pie, cake and cookies in your picnic planning."

* * *

Paul S. Willis, president of the Grocery Manufacturers of America, said, "A revolution in the character and quality of America's food basket is continuing at an even faster pace."

Mr. Willis says, "Yesterday's diet luxuries are today's necessities." Let's be sure the grocers and the consumers aren't allowed to forget yesterday's (and today's, and tomorrow's) necessity—bread.

* * *

Must remember to thank Roger F. Blessing of the Commander-Larabee Milling Co. for the "everlasting hamburger"—a cake of soap moulded in the form of a hamburger in a bun, and intended to be a reminder to bakers to "Clean Up On Sandwich Month."

Roger suggests it be used as a paper weight, and I am sure that it would spark interest in sandwiches from visitors, but first I have to Indian-wrastle the small daughter for it—she wants to wash the doll. It's hard to say no, for if anything ever needed a washing it's that doll.

* * *

Thanks for reading. See you next month.

Frank Cooley

JULY IS PICNIC MONTH



AUGUST IS SANDWICH MONTH

Trade Pulse

EMORY C. RICE, who resigned more than a year ago as an active member of the management staff of City Baking Co., Baltimore, Md., has resumed the presidency of the firm, according to DUANE R. RICE, chairman of the board. The firm trades under the name of Rice's Bakery.

WILLIAM S. DUBEL has been appointed regional sales supervisor by the Hilker & Bletsch Co., Chicago, and will extend his activities to the introduction of new products being developed by the bakery service staff of HIBCO Food Laboratories. Mr. Dubel has been in the baking industry 25 years.

The appointment of RAYMOND F. MALONEY to a position as sales manager of the Eastern Division of Ekco Engineering Co. has been announced by T. A. DILLON, president. In his new position Mr. Maloney will work under the direction of MAURICE F. MURPHY, vice president in charge of the Eastern Division.

JAMES LASATER has been named manager of the Bakery Sales Division of Wilson & Co., succeeding OLIVER GILLIAM, who has resigned.

CHARLES F. ROCK has been appointed general sales manager for Cushman's Sons, Inc., Long Island City, N. Y., according to an announcement by American Bakeries Co., of which Cushman's is a division. Mr. Rock replaces HERBERT JOHNSON, who will remain with the company on a consulting basis until his retirement March 1, 1958. At that time he will have been with Cushman's Sons 48 years.

HENRY SOLLER has been appointed quality control director for Freund Baking Co., St. Louis, replacing Roland Selman, who died last year. Mr. Soller is a cereal chemist and formerly served with American Bakeries Co.

Ward Baking Co., New York, has announced the appointments of CHESTER C. BEACH to head up the eastern region; RAY MURRAY will manage the central area and EDWIN J. FINEGAN will be in charge of the southern sales section. ARNOLD HARRIS has been appointed manager of the Boston Tip-Top Bakery. He joined Ward in 1938 as a cake salesman and formerly managed their Aunt Hannah Bakery in Pittsburgh.

Federal Bake Shops, Inc., Davenport, Iowa, has elected J. E. MURPHY, president and general manager. WILLIAM H. WEBB is now vice president and treasurer, and WILLIAM WALZ vice president and secretary. L. E. BALD was elected controller, in addition to his present post as assistant treasurer and assistant secretary.

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Quantity and Value of Bakeries Products Sold By Manufacturing and Retail Bakeries, 1954 and 1939

Product and unit of quantity	1954		1939	
	Quantity	Value (\$1,000)	Quantity	Value (\$1,000)
Bread and other "perishable" bakery products, total	13,674,860	3,598,712	10,480,950	1,185,197
Bread and bread-type rolls, 1,000 lb.	13,674,860	2,198,441	10,480,950	797,297
Sweet yeast goods, 1,000 lb.	955,780	374,248	953,195	186,131
Soft cakes, 1,000 lb.	478,151	232,084	478,151	75,121
Pies, 1,000 lb.	816,309	70,852	816,309	24,346
Pastries	125,740	60,367	125,740	19,716
Cookies (hand made), 1,000 lb.	125,740	60,367	125,740	19,716
Doughnuts (cake type), 1,000 doz.	139,407	375,929	139,407	55,375
Bakery products, not specified by kind	43,162	43,162	43,162	27,214

*Not applicable.
 *Represents total commercial production, except for production in bakeries with no paid employees (family enterprises). In 1954, there were 3,932 "bakery products stores" with no paid employees included in the Census of Business, with sales of \$59,668,000. "Value" represents factory value for wholesale bakeries, retail value for retail bakeries.

†Including small amounts made in other manufacturing industries (principally the Biscuit and Cracker Industry, S.I.C. 2052).

‡Represents total commercial production except for production in bakeries with annual sales of less than \$5,000.

This additional table is intended to be added as Table 6C of U.S. Department of Commerce Bulletin MC-20E, Bakery Products, 1954 Census of Manufactures.

Selected Ingredients Used by Manufacturing and Retail Bakeries, 1954 and 1939

Ingredient	1954		1939	
	Quantity (1,000 lb.)	Cost (\$1,000)	Quantity (1,000 lb.)	Cost (\$1,000)
Total	9,851,568	1,719,259	7,485,612	539,981
Wheat flour	9,851,568	423,817	7,485,612	176,148
Sugar (cane and beet)	1,454,807	129,175	1,454,807	43,532
Fats and oils	816,050	178,767	816,050	65,412
Other ingredients and supplies	816,050	787,496	816,050	\$254,889

This additional table is intended to be added as Table 7A of U.S. Department of Commerce Bulletin MC-20E, Bakery Products, 1954 Census of Manufactures.

*Not applicable.

*Represents total consumption in commercial bakeries, except biscuit and cracker bakeries, and except for consumption in bakeries with no paid employees (family enterprises). (See footnote 1 to Table 1.)

†Represents total consumption in commercial bakeries, except biscuit and cracker bakeries, and except for consumption in bakeries with annual sales of less than \$5,000.

‡Including containers. For 1939, cost of containers was \$62,138,000.

New Data Tabulated on Bakery Products Production, Value Over 15-Year Span

WASHINGTON—Additional data on the quantity and value of bakery products sold by wholesale and retail baking establishments has been made available by the Bureau of the Census, U.S. Department of Commerce. Comparisons are made between the 1939 and 1954 Census of Manufactures.

For 1954, the quantity of bread and bread-type rolls in the wholesale and related classifications was 12,662,971,000 lb. For sweet goods, sales were 630,842,000 lb. for retail bakeries, 1,011,889,000 lb. of bread and rolls and 324,938,000 lb. of sweet goods were shown.

The 1954 total for both branches was 13,674,860,000 lb. of bread and rolls and 955,780,000 lb. of sweet goods; or 14,630,640,000 lb. for all yeast-raised goods. In 1939 the total for bread and other yeast-raised

products was 10,480,950,000 lb., for an increase of 40% over the period.

In dollar sales, shown in the "value" columns in Table 6C, a greater increase was recorded over the 15-year span, as would be expected.

In Table 7A, it is shown that bakeries used 9,851,568,000 lb. flour in 1954, compared with 7,485,612,000 lb. in 1939, or an increase of 32%. A comparable percentage increase was registered for shortenings, while the use of sugar increased 62%.

These tables are supplementary to Tables 6A and 7 of the 1954 Census of Manufactures Bulletin MC-20E, Bakery Products. These tables present statistics on ingredients used and types of bakery products sold by retail bakeries with baking on the premises (S.I.C. 5462) as well as by manufacturers of bread and other bakery products (S.I.C. 2051).



INITIATION, MISSOURI STYLE—Bakers in the Kansas City area initiated National Retail Bakers Week this year by making H. Roe Bartle, mayor of Kansas City, an honorary member of the Missouri Bakers Assn. The group presented the mayor with two appropriately decorated cakes and a Missouri cap and apron, as well as a gold-embossed membership card. Presentation of the cakes is shown above. Left to right are George Buford, Flour Mills of America, Kansas City, secretary, Missouri Bakers Assn.; Mayor Bartle; Guy Davenport, Fairway Bakery, president of the Kansas City Retail Bakers Assn., and Sam Pasternak, Cake Box Bakers, Inc., treasurer of the Missouri group.

Data for retail bakeries with baking on the premises were collected in the 1954 Census of Business. The information contained in this report for such establishments is based on a probability sample of all establishments in this classification.

Approximately 75% of the establishments in the sample supplied some or all of the information required for these tabulations. Totals were derived by assuming that the experience of those establishments which did not report the requested information was the same as those which did report such data.

Florida State Urges Early Enrollment

TALLAHASSEE, FLA.—According to Dr. L. A. Rumsey, director of the baking industry program at Florida State University, too many prospective students wait until midsummer before applying for admission to the September class of the university's Baking Science and Management course.

"These students," said Dr. Rumsey, "are then unable to complete their admission examinations before the rolls are closed to new students in August."

In an effort to aid students contemplating entrance next fall, he has released some guide points for early enrollment.

Dr. Rumsey says:

High school students seeking admission to colleges and universities are finding it necessary to plan much further in advance this year in order to meet all entrance requirements. The greatly increased number of students now entering colleges necessitates a higher level of high school achievement and more selective entrance requirements. Consequently, most high school students, or transfer students from other institutions, start their application rou-



CAKE PROMOTION—A new Apple Blossom cake promotion to help retail and commercial bakers spark consumer sales during June has been launched by Armour & Co. Formula and retail merchandising material is available free. Shown with cake are Mel J. Harder, left, Armour bakery products sales manager, and Fred Wheeler, director of the company's research bakery.

time early in the spring for entrance in September.

For those students seeking admission and enrolment in Baking Science and Management at Florida State the following facts need to be considered:

1. Application for admission is made upon a standard form supplied by the university. Inquiries should be made to the director of admissions, Office of the Registrar, or to the Department of Baking Science and Management.

2. Entrance requirements are as follows: Graduation from an accredited high school, with an average grade of "C" or better, and a rank in the "top" half of the graduating class.

3. A satisfactory score attained in the Standard College Entrance Examination Board scholastic aptitude test, or in the Florida statewide 12th grade testing program. Those examinations may be taken only on specified dates, by prior arrangement, and a number of weeks are required for a report of the students score to the university. High school principals or university registrars should be consulted for compliance with the entrance examination tests as to location, times and dates, and should be completed before June 15 if possible.

4. Transfer students must have satisfactory records of the collegiate A.C.E., or other similar aptitude tests, as well as an average above "C."

5. Qualifying examinations or tests must be passed before final acceptance for admission.

6. Admission rolls for new students at Florida State are closed Aug. 9 for the following September.

7. Orientation week for new students begins Sept. 11, 1957.

8. Classes begin Sept. 10, 1957.

These more stringent entrance requirements mean a high average student ability and consequently a higher level of grades for graduates in Baking Science and Management, concluded Dr. Rumsey.

Armour Announces Sales Appointment

CHICAGO—R. L. Mabie has joined the bakery sales department of Armour & Co., with headquarters in Chicago. M. J. Harder, bakery sales department manager, announced. Mr. Mabie joined the company in 1947, and has held refinery and bakery products sales positions in New York, Jersey City and Detroit.



Frank X. Ragan

VICE PRESIDENT—The election of Frank X. Ragan as a vice president of Standard Brands, Inc., has been announced by Joel S. Mitchell, president. A resident of New York City, Mr. Ragan joined Standard Brands in 1946 as a special representative of its Fleischmann division. He was appointed assistant to the vice president in 1950 and promoted to assistant vice president in 1956. In his new capacity, Mr. Ragan will assume the responsibilities of assistant manager of the Fleischmann division, which is concerned with all sales to the baking and allied industries. A veteran of 30 years experience in the baking industry, he is an active member of the Bakers Club, Inc., N.Y., the Bakers Clubs of Chicago, Boston and Baltimore, American Society of Bakery Engineers and the Allied Trades of the Baking Industry. He was a member of the executive committee of the latter organization from 1936 through 1938.

Food and Drug Asks For Pre-Testing Of Chemicals

WASHINGTON—The Food and Drug Administration has opened a drive in Congress for legislation to require pre-testing of chemical additives in food this week prior to use by food processors.

Marion B. Folsom, U.S. secretary of health, education and welfare, has spoken out in Congress in favor of passage of legislation similar to that now required for pesticidal chemicals in agricultural production. Secretary Folsom said, in part, "Under existing law no action can be taken to stop the use of a chemical until the government can prove to a court of law that it actually is poisonous or harmful."

"Although a majority of chemical manufacturers and food processors investigate carefully all materials which they propose to use in their products, present controls do not insure adequate protection. Proposed legislation would make the chemical manufacturer responsible for proving the safety of his product before it could be used," said Mr. Folsom.

VICTOR E. ANDERSON DIES

MILWAUKEE—Victor E. Anderson, 53, sales representative for the King Midas Flour Mills of Minneapolis in the Milwaukee area for the past 22 years died May 25 after an illness of about five months. Mr. Anderson was born at Clear Lake, Wis.

ABA Nominates Governors

CHICAGO—Nominations to fill expiring terms or vacancies on the board of governors of the American Bakers Assn. are now being made by ABA members.

Twelve regional governors and seven branch representatives are to be elected.

The election in Region 7—North Carolina, South Carolina and Tennessee—will be for two years, to fill the unexpired term of the late Armand Hecht, Hecht's Bakery, Bristol, Tenn. The other governorships are for three year terms.

Members of the 1957 ABA nominations and elections committee are chairman W. Kennet Hikes, Grocers Baking Co., Louisville; Morgan B. Pennington, Pennington Bros., Inc., Cincinnati, and Harry Shipley, Jr., Shipley Baking Co., Ft. Smith, Ark.

Governors whose terms expire are: Region 1—Frank J. Mack, Mack Baking Co., Inc., Bangor, Maine; Region 2—R. E. Duvernoy, Duvernoy & Sons, Inc., New York, N.Y.; Region 4—John F. Schaible, Schaible's Bakery, Inc., Easton, Pa.; Region 5—Henry A. Nolde, Nolde Bros., Inc., Richmond, Va.; Region 8—Ernest A. Nickles, Alfred Nickles Bakery, Inc., Navarre, Ohio; Region 14—Henry Metz, Jr., Metz Baking Co., Sioux City, Iowa; Region 17—Jake Goldman, Oak Cliff Baking Co., Dallas, Texas; Region 19—G. Lester Jordan, Jordan Bakers, Inc., Topeka, Kansas; Region 21—Joseph E. Franz, United States Bakery, Inc., Portland, Ore.; Region 22—Albert Gordon, Gordon Bread Co., Los Angeles, Cal.; Region 23—Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga.

Wholesale Bread—Louis Gartner, Gardner Baking Co., Madison, Wis., and Wm. E. Maier, Maier's Bakery, Inc., Reading, Pa.; Wholesale Cake—George G. Grant, American Bakeries Co., Atlanta, Ga.; Multi-State—George Faunce, Jr., Continental Baking Co., New York and A. M. Grean, Jr., Ward Baking Co., New York; Home Service—W. J. Coad, Jr., Omar Inc., Omaha, Neb.; Retail—William F. Thie, Virginia Bakery, Cincinnati, Ohio.

DIET BOOKLET

More than 3 million copies of Dr. Ruth M. Levertson's now famous diet leaflet, "Common Sense Weight Reduction," have been distributed. The diet is approved by doctors, nutritionists, dieticians and teachers.



CHICAGO BAKERS ARE GUESTS—The Associated Retail Bakers of Greater Chicago held one of their recent meetings at the Rolling Pin Square plant of Chapman & Smith Co., Inc., the interior of which is shown above. Highlights of the meeting were a demonstration of new coffee cake ideas, a buffet supper and a talk by John Bolchert, president of the association. In this picture bakers and their wives are being welcomed by John A. Kluetsch, center, president of Chapman & Smith.

Continental Baking Reports Net Sales Of \$284 Million

NEW YORK—Net sales of Continental Baking Co. during the year 1956 amounted to \$284,206,892, an increase of \$40,193,102 over sales of \$244,013,790 in 1955, the company's annual report reveals.

"Sales of bread and cake products both in dollars and in poundage increased and such operations were fairly profitable," R. Newton Laughlin, president, said in the report.

"But although sales of our newly acquired Morton frozen foods division were greater than during the preceding year, its operations resulted in a loss. We hope that with some shifts in production and a more realistic price structure in 1957, this trend can be reversed."

Net profit for 1956 was \$7,512,423 or 2.64% of net sales. This compares with \$7,737,307 or 3.17% net profit margin during the preceding year.

The earnings on each share of common stock, based on 1,483,413 equivalent whole shares outstanding at the end of the year, amounted to \$4.58 as compared with \$4.76 earned on each of 1,477,363 equivalent whole shares outstanding at the end of the year 1955.

The total dividends declared out of earnings for the year 1956 was \$3,668,363 or 48.83% of net profit.

In labor relations, the number of bakeries closed by strikes during the

year was greater than in 1955, but the impact on the company's business was much less severe.

On the subject of research, Mr. Laughlin said the company anticipates moving into its new offices and laboratories, which are being constructed at Rye, N.Y., about the middle of 1957. The building housing the laboratories will have an area of approximately 17,200 sq. ft. and plans are being formulated to expand fundamental research in baking problems and other projects connected with the company's operations.

Because of the increased competition for selling space in all high volume retail stores, Continental has increased its budget for advertising in 1957. "We are confident," Mr. Laughlin concluded, "barring some unforeseen national calamity, that our bread and cake division will improve further the showing it made during the year 1956."

—BREAD IS THE STAFF OF LIFE—

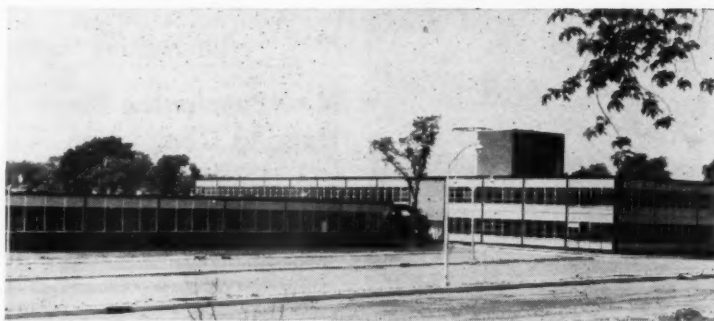
Interstate Bakeries Again Sets Sales, Income Records

KANSAS CITY—The highest sales and income in its history were reported for the year ended Dec. 31, 1956, by Interstate Bakeries Corp. Net sales for 1956 were \$106,379,091, an increase of 6.67% over 1955 sales of \$99,730,326, according to R. L. Nafziger, company president. Earnings after taxes were \$3,516,818, exceeding 1955 earnings of \$3,429,855 by 2.54%.

Per share earnings on the 955,441 shares of common stock outstanding, after payment of preferred dividends, amounted to \$3.30, compared to \$3.21 in 1955. The previous quarterly dividend rate of 25¢ per share of common was increased with the first quarter of 1956 to 30¢.

"Major installations of new equipment for both replacement and plant-expansion projects were made during the year in the bread plants at Chicago, Cincinnati, Omaha and Milwaukee and in the cake plants at Chicago, Los Angeles and Birmingham," Mr. Nafziger reported.

Citing 10-year comparative figures, Mr. Nafziger revealed that the 1956 sales volume of \$106,379,091 represented a 102% increase from the 1947 sales total of \$52,772,555. Gross earnings during this 10-year period climbed 200% from \$2,480,278 in 1947 to last year's \$7,441,818. The 1956 net earnings of \$3,516,818 represented a 130% gain over 1947's.



NEW SUBURBAN HOME FOR CONTINENTAL—About 300 home office employees of the Continental Baking Co., the country's largest baker of bread, cake and related food products, began work in the firm's sweeping new two-story general office building (right) June 3. The structure, built at a cost in excess of \$1,000,000, together with the one-level research laboratories (left) occupy 85,000 sq. ft. on a 25-acre tract in Rye and Harrison. Both buildings are constructed of green and black porcelain-coated steel and anodized aluminum. It was a 4-day operation to move Continental's headquarters offices from New York City. (See story on page 17.)

Biscuit and Cracker Industry Sees Highest Sales Volume

By GEORGE W. POTTS
American Baker Editorial Staff

NEW YORK—"There is every indication that the 1957 sales volume of the biscuit and cracker industry will soar to \$1 billion, the highest in its history," George W. Burry, Burry Biscuit Corp., Elizabeth, N.J., president of the Biscuit & Cracker Manufacturers Assn. of America, stated at the 54th annual convention of the association.

The convention, a joint meeting with the Biscuit Bakers Institute, Inc., was held at the Plaza Hotel May 13-15.

Mr. Burry stated that only two years ago, the industry's total sales were about 786 million dollars. He added that America's population growth and the present healthy economy had contributed to the increased volume. However, he emphasized, there are additional reasons for the industry's growth to the near billion mark:

1. Our retail outlets have grown. In fact, our whole distribution system has expanded. Supermarkets, to cite just one example, have mushroomed to an extent we never dreamed of ten years ago. Today, it is not unusual for what might be considered a small retail chain to chalk up sales of many millions annually.

2. Our products are of better quality than ever before—thanks to the inspiration of food chemists, dieticians, and our own hard work.

3. Our products offer greater novelty and variety to interest the shopper than ever before. During World War II we had only a few basic varieties available and stores were on allotment even for those. All that is a matter of the rapidly dimming past. Grocery shelves today are replete with an endless variety of our quality products.

4. Our packaging is something of which we can be proud. It is attractive on the shelf and it is designed to really enhance, in the eye of the customer, the excellent product it presents.

5. Our manufacturing processes

have more than kept pace with the times. Automation plays a greater and greater part in making possible the fresh, high quality—let's call it quality controlled—product we offer the public.

6. We have improved the product itself and will continue to do so daily. A cookie is a unique item, and offers the consumer in ready-to-eat form a delicious dessert, an after-school snack, a bedtime treat, a TV munch, etc. It stands alone as a nutritional item. In addition, we now have many cookies that are particularly high in protein value, evidence that a cookie can be delicious and still contain basic qualities essential for human well-being.

7. Our sales promotion and advertising programs have reached commendable heights. We have learned to tell our customers something about these new values in cookies. I think we still have room for improvement, but competition has inspired us to do a better job. As a result, individually and as an industry, we have profited immeasurably.

A comparable, though not quite so optimistic, statement was made earlier in the program by H. Don Percy, Voorhees Biscuit Co., New Orleans, La., president of the BBI, who predicted that the \$1 billion volume goal would be attained "by 1960." He cited multiple packs, improved sales methods and better packaging and wrapping materials as factors in the industry's growth.

One of the highlights of the speakers' portion of the program was an address by John Burger of the industrial relations department of General Mills, Inc., Minneapolis.

Speaking on the general topic "Profit Through People," he stated that we are often "so close to opportunities we overlook them," and outlined a formula to "profit three ways through people."

He described the first as a "matter of attitude," counselling the manufacturers to be an "assistant buyer rather than a seller, thereby helping the customer and yourself."

He stated that progress starts

with change, and urged the cracker and biscuit producers not to hesitate to make changes indicating a good, healthy, progressive move.

The second point covered employees, with Mr. Burger stressing the need to "be people-minded." He told the manufacturers to seek to find out what the employees are trying to get out of the job and help them accomplish their purpose. Mr. Burger stated that the employee looks for good leadership, and urged the manufacturers to give him the leadership he seeks.

The third point called for the employer to "be an enthusiastic thinker and doer and thus make a profit through yourself."

An insight into the cocoa industry of the Dominion of Ghana was furnished by Amon Nikoi, member of the Ghana embassy. Mr. Nikoi gave a brief review of the development of the cocoa industry of Ghana, "the world's largest single producer of the product."

Looking to the future, Mr. Nikoi predicted that in the years ahead the dominion would have healthier, more productive farms and that production would constantly increase. He further noted that diversification of the economy would not affect the cocoa industry because of its economic and social importance.

Touching on controlled marketing, he stated that it was good for the industry, protected the farmer against fluctuation and insured the government of more stability of economy, making it possible to establish social welfare and educational programs. In this connection he pointed out that the healthy cocoa industry had made it possible to establish hospitals, community welfare centers, a university and international scholarships.

Officers Re-elected

George W. Burry was reelected president of the Biscuit & Cracker Manufacturers Assn. of America. Other officers reelected are A. P. Strietmann, United Biscuit Corp., Cincinnati, vice president; Hanford Main, Sunshine Biscuits, Inc., Long Island City, N.Y., vice president; G. H. Coppers, National Biscuit Co., New York, vice president, and Walter Dietz, Chicago, secretary-treasurer.

All officers of the Biscuit Bakers Institute, Inc. were reelected. They are: H. D. Percy, president; R. H. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Iowa, vice president; C. H. Wortz, Wortz Biscuit Co., Fort Smith, Ark., treasurer, and H. D. Butler, New York, secretary.

The 1958 convention of these two associations will be held at the Edgewater Beach Hotel in Chicago.

New Pennington Plant Nearing Completion

CINCINNATI—Production on an experimental basis is expected to start at the new \$1,000,000 bread plant of Pennington Bros., Inc., in Washington Court House, Ohio, late in June or July, according to Morgan Pennington, president.

When the new plant is operating properly the Pennington Bros. bread plant in Norwood, Ohio, will be turned over to a super market firm under a leasing arrangement, said Mr. Pennington. The firm will lease the Norwood building and purchase the bakery machinery and equipment.

Chain Store to Sell Baked Foods Line In Chicago Soon

CHICAGO—Don R. Grimes, president of the I.G.A. Food Store chain, announced recently at the I.G.A. wholesalers annual midwestern conference that Chicago will be the first of 28 midwestern markets in which I.G.A. will introduce a complete line of its own competitively-priced bread and bakery products.

Mr. Grimes said that the line will feature such major bread varieties as white, whole wheat, rye and raisin and such bakery items as coffee cakes, sweet rolls, a variety of cakes, frozen pies and frozen cakes, along with hamburger buns, heat-and-serve cinnamon rolls, angel food cakes and other specialties. He added that Don Davis, in charge of the bakery division for I.G.A., expects to cover the 28 midwestern markets within the calendar year from bakeries in Indianapolis, Milwaukee, Cleveland and Omaha.

—BREAD IS THE STAFF OF LIFE—

Southwest Bakers Elect Officers

ALBUQUERQUE, N.M.—William Shockley, manager of the Mead Bakery here, was elected to the presidency of the Southwest Bakers Assn. recently during the 10th anniversary convention of the association.

Mr. Shockley succeeds Mark Anderson, Lubbock, Texas.

Other officers elected were R. M. Dillon, El Paso, vice president, and J. R. L. Kilgore, Albuquerque, secretary-treasurer.

Speakers featured at the convention were Roland J. Clark of the W. E. Long Co.—Independent Bakers Cooperative, Chicago, and John M. Tindall, associate director of the Waxed Paper Merchandising Council, Chicago.

—BREAD IS THE STAFF OF LIFE—

Red Star Yeast Names Donald E. Fisher to Sales, Advertising Post

MILWAUKEE—Donald E. Fisher has been appointed director of sales and advertising of the Red Star Yeast & Products Co., according to an announcement made May 10 by Kenneth L. Frank, vice president.

Mr. Fisher has been functioning with the company as assistant to the vice president in charge of sales and advertising. His promotion now provides him with over-all line responsibility in Red Star's sales activities.

Mr. Fisher has been active for many years in the food industry, having held positions of responsibility in the fields of research and production, and more recently in sales activities. His recent activities at Red Star have brought him in contact with the overall operations of the sales activities of the company.

—BREAD IS THE STAFF OF LIFE—

Instructor Appointed At Okmulgee School

OKMULGEE, OKLA.—Richard H. Lamm, a recent graduate of the Oklahoma School of Baking, Okmulgee, has been appointed to succeed B. J. Briden, instructor, who recently resigned.

Mr. Briden has joined a classmate as a partner in Langbehn's Bake Shop, Vero Beach, Fla.



NEW BULK INSTALLATION—Shown above are Arthur Trausch, Jr. and Sr., and William M. Clemens, Sr. and Jr., officials of Trausch Baking Co., Dubuque, Iowa, witnessing the first delivery of bulk flour for their new bulk flour handling system. The flour for the new system is delivered daily via International Milling Co.'s bulk flour trucks, and is conveyed by air-pressure directly into storage bins. "We have encouraged the public to inspect our new facilities, and to see how and where the various Sunbeam products are made," Mr. Clemens, Sr., said. "Over 100 tours were scheduled during May, and a major point of interest was the 'push-button' operation of our new bulk flour handling system."

Senate Probe Of Bakery Union Begins

WASHINGTON—The special Senate committee investigating racketeering in unions and industry began hearings June 4 as a part of an investigation of the Bakery & Confectionery Workers International Union of America.

The probers claim top union officials received expensive automobiles and thousands of dollars "misappropriated" from union treasuries.

Chairman J. L. McClellan (D., Ark.) and chief counsel Robert F. Kennedy said the inquiry will deal with affairs of locals in Chicago and Los Angeles, and possibly New York as well as those of the international union which has headquarters here.

They named James G. Cross, the union's international president, and George Stuart, former vice president, as among key witnesses summoned to testify.

Mr. Kennedy said the hearings will deal at length with affairs of the Chicago Bakers Locals 100 and 300, which were merged last year into Local 1, with a membership of 7,000.

"We think we will show," Sen. McClellan said, "that what followed after trusteeship was a misuse of union funds."

Mr. Kennedy said the evidence at hand shows, among other things, that "several Cadillacs" were bought for international officials with funds of 100.

The committee announced last spring it was trying to learn what happened to some \$20,000 of bakers union funds. The figure has been revised upward since then to an estimated \$50,000.

Curtis R. Sims, secretary-treasurer of the Bakers Union, charged in February that James G. Cross had dipped into the union's till for "personal pleasure and uses" and had engaged in other "corrupt" practices. Mr. Sims was suspended by the union's executive board.

Mr. Sims also made charges against George Stuart, vice president and organizing director of the union. The executive board cleared both Mr. Cross and Mr. Stuart, but Mr. Stuart later resigned.

The AFL-CIO ethical practices committee is looking into the case.

Flour Milling Industry's Service Phases Reviewed at MNF Annual Meeting

CHICAGO — With bold strokes, Gerald S. Kennedy, vice president of General Mills, Inc., and reelected president of the Millers National Federation for the second year, painted a vivid picture of the present day condition of the flour milling industry for members gathered in Chicago for the annual convention.

"Flour milling," Mr. Kennedy said, "is important to the nation's economy. It will be kept independent by government policy, if by no other. It can be profitable. It is for many. But it must be more serviceable if it is to be consistently profitable." In this connection he stressed the value of MNF and of the Wheat Flour Institute as instruments of service.

Mr. Kennedy also reported on the results of an opinion survey under-

taken to study the state of the federation and to see how the work could be improved. In charge of the inquiry were Howard W. Files, Pillsbury Mills, Inc.; John L. Locke, Fisher Flouring Mills Co.; J. A. MacTier, Nebraska Consolidated Flour Mills Co., and Robert Harris, Harris Milling Co.

At the conclusion of the study, the special committee recommended more member participation in conventions through round table discussions or workshops where opportunity could be afforded for individual expression. This recommendation was carried to fruition at the convention when members raised subjects for discussion from the floor. Also considered were the industry's economic problems, another study suggestion made by the committee.

LYSINE IN FLOUR

CHICAGO — The possibility of adding lysine to flour will be discussed at the second wheat research conference sponsored by the Millers National Federation at Peoria, Ill., in October. Reports will also be given on the value of moss extraction as a flour improver.

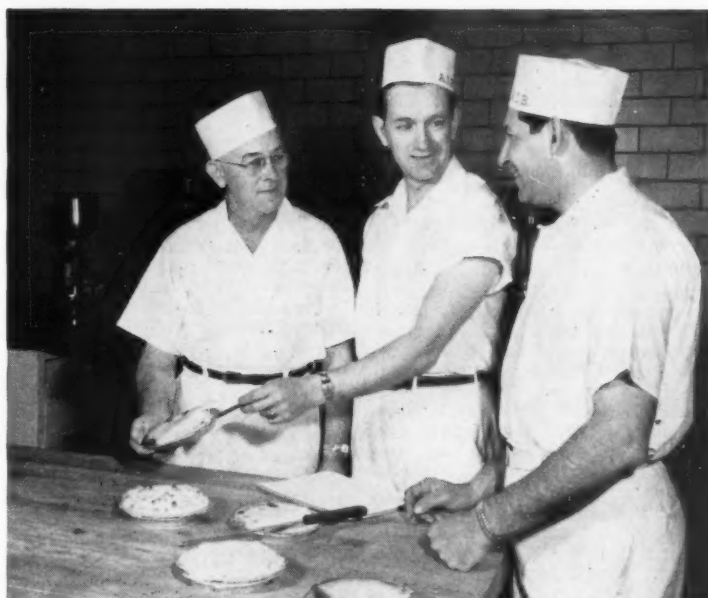
AIB Offers Fall Refresher Program

CHICAGO—For the men who have attended sales management seminars at the American Institute of Baking a short refresher course has been planned for this fall. The dates have been set for Oct. 15-18, immediately preceding the annual convention of the American Bakers Assn.

Howard O. Hunter, AIB's president, has sent announcements concerning the course to those companies whose sales executives have been seminar students at the institute. There have been six sessions of the sales management seminars, at which 165 bakery sales executives have been present. Faculty of Northwestern and other midwestern universities, executives of the baking industry, and the staff of AIB have presented the programs, which have been under the jurisdiction of the institute's school of baking.

Dr. Robert W. English, director of education at AIB, in a bulletin to all who have attended the seminars, stated that the program will emphasize those subjects most frequently requested in communications from former participants. Marketing research, the development of supervisory personnel, labor problems, and communications are to be given important consideration during the refresher course. From Northwestern University, Professors Hawkinson, Daugherty, Barnet, and Barnlund again will be in charge of special sessions.

Nearby hotels will be available for the men planning to attend the course, the opening meeting of which will be a dinner on Tuesday evening, Oct. 15. The conference fee will be \$100, including the cost of the dinner meeting. Further information on the conference can be obtained by writing: Dr. Robert W. English, Director of Education, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.



John L. Wade, Lowell H. Blood, George J. Veizer

AIB Class Officers Score Pies

CHICAGO—Pies were on the score table, when the newly elected officers of Class No. 71 of the American Institute of Baking decided to form a three man score team. There were creams and custard pies, both with and without meringue, that came under the critical eyes of these experienced sweet goods bakers.

Ready with score pad and pencil, class treasurer Lowell H. Blood was checking the texture, consistency, and color of the filling, while at the left, class secretary John L. Wade held the sliced pie for better viewing. Class president George J. Veizer was making his report on the crust characteristics—color, flake, and tenderness.

Mr. Veizer has had 15 years of baking experience both in retail and wholesale firms, and presently is a foreman with American Bakeries, working out of Chicago headquarters. Mr. Wade, of Detroit, is an employee

of Standard Brands, Inc., working in production service. He has had 29 years of experience in the baking industry. Mr. Blood is with the Springfield, (Ill.) plant of Pillsbury Mills, Inc., working in the mix formulation service. He has had 15 years of experience in baking.

These men are the officers of the class which will be graduated from the Institute on June 14, when E. E. Kelley, Jr., president of the American Bakers Assn., will give the commencement address.

—BREAD IS THE STAFF OF LIFE—

New Plant Leased By Durkee Foods In Pennsylvania

CLEVELAND — Durkee Famous Foods Division of the Glidden Co. has leased a modern one-story plant in the Bethlehem-Allentown area of Pennsylvania for the relocation of its Long Island spice, coconut and condiment production facilities. Announcement of the decision to move was made by Harvey L. Slaughter, vice president of Glidden and general manager of the Durkee division.

Mr. Slaughter said the one-story plant, which contains more than 200,000 sq. ft. of space, will be equipped with new manufacturing and processing equipment. One-story flow production will enable Durkee to provide better service for its bulk business and the growing market for its consumer lines. The new plant is expected to be ready for production by late fall.

After an extensive study, Durkee division has relocated its oil and shortening facilities, formerly in the Long Island plant, in part at its Louisville, Chicago and Berkeley, Cal., refineries. Shortening and vegetable oil products sales and management will continue without change throughout the Eastern Seaboard.

—BREAD IS THE STAFF OF LIFE—

Drive-In Bakery

DECATUR, ILL.—The Van Zetti Bakery, 433 N. Water St., Decatur, will begin work soon on a drive-in bakery department at 135 Eldorado St., according to Thurman McDavid, owner. Mr. McDavid said the move is prompted by the lack of parking space in the Water St. location.



BULK FLOUR TO FLORIDA—Pictured with the first railway carload of bulk flour to be shipped to Florida are Tommy Greene, bakery manager, Winn Dixie Bakeries, left, and Harry Murdaugh, district sales manager, International Milling Co., representing receiver and shipper, respectively. The flour will be used to make Dixie Darling bread, a major product of Winn Dixie Bakeries. The bread is sold exclusively through Kwik Chek stores in the Florida-Georgia area.

Flour Market

Flour Buyers Await New Crop

By K. W. WAKERSHAUSER
The American Baker Editorial Staff

There was very little flour buying in May and early June as bakers relied on earlier purchases to carry them through to the time when the new hard winter wheat crop is harvested and the price structure established. As the end of the old crop year drew nearer there was increasing concern over the size of the crop, its moisture content and how long it will be delayed in getting to market because of heavy rainfall in the Southwest. On top of this, bakers for the most part have sufficient flour to carry them another 60 to 90 days. None of these factors were conducive to flour buying, and as a result, business was confined to small fill-in purchases to round out previous bookings.

July futures, which reflect the general thinking of wheat traders as to the probable price level of new crop ordinary wheat, declined 5¢ in the hard winter wheat markets at Kansas City and Chicago during May. Minneapolis July, though not directly involved in the movement of winter wheat, reflected the trend in the other markets and dropped more than 4¢.

In the cash wheat market, dark and hard grades at Kansas City advanced 3 to 4¢ during May, while red wheat dropped 3@4¢. At Minneapolis, ordinary protein spring wheat dropped 7@8¢ and some of the higher proteins 3@6¢.

Flour prices for May were unchanged to 12¢ lower, with the most movement occurring in spring high gluten the first week in June. The price differential for spring high gluten was dropped 10¢ to balance lower costs for that particular type. All quotations were nominal and untested because of the lack of buying interest. Some firmness of flour prices was evident due to the necessity of covering reduced millfeed prices, which dipped to record lows in May. Millfeed prices for the month were \$5 to \$10 lower in most areas.

Trade Concerned Over Heavy Rains

Drouth conditions which had ruled market thinking and pressed on wheat and flour prices through early March gave way to heavy, prolonged rains in April, May and early June. The fear of a drastic drop in the hard winter wheat crop because of drouth damage, which helped push up prices early in the year, gave way to severe downward price pressure which was still evident the first week in June.

As the final weeks of the old crop year drew near, speculation about the final quality of the Southwest crop was mixed. There was some concern about the possibility of a moisture content too high to qualify for government loan. This, however, was offset by an equal amount of opinion that the drenching rains had been just enough to bring the crop to proper maturity. This uncertainty, added to the nearness of the new crop year, was detrimental to flour buying. Rains delayed the hard winter wheat harvest and strengthened cash wheat premiums in the Southwest as the trade fell back on old

crop supplies to carry it through to the new year. Futures, however, continued to decline, with a few bulges in prices now and then as evidence of the uneasiness surrounding the outcome of the harvest.

Crop Estimate Revised Upward

Estimates of the yield from the forthcoming harvest were being revised upward again in June. The April 1 USDA figure of 690 million bushels, which was increased to 703 million bushels May 1, was being estimated in private circles the first week in June as high as 722 million bushels.

Growers Will Vote On Marketing Quotas

Wheat and flour buyers will watch closely June 20 as farmers vote on marketing quotas for the 1958 wheat crop. They will be asked to approve or disapprove controls under an acreage allotment of 55 million acres, the minimum allowed by law. If quotas are approved, USDA's controversial support price of \$1.78 bu. minimum, 75% of parity, will be enacted next year, compared with a support of \$2 bu. for the 1957 crop.

Wheat prices will be sensitive to the outcome of the June 20 quota vote, even though support prices to be determined will apply to next year instead of the current period. Any impact on wheat, of course, will be carried over into flour prices unless offset by other factors.

Spring Wheat Off To Good Start

The outlook for the newly-seeded spring wheat in the Northwest was good as June got underway. Seeding was completed by the end of the first week under ideal weather conditions and 80 to 90% of the crop emerged by June 4, aided by generous amounts of moisture. Production, however, must still depend upon the outcome of the next two months, which usually subject the crop to heat, dryness, insects and rust. There

have already been some warnings in the Northwest of possible grasshopper infestations. Meanwhile, supplies of spring wheat will be coming from old crop supplies for the next couple of months. The quantities in which this wheat moves to market will determine spring wheat flour prices for that period.

Old-Crop Carryover Expected to Drop

Some reduction from last year in the carryover of old wheat July 1 is expected, the result of heavy U.S. exports during 1956-57 and the anticipated decline in 1957 production. Latest estimates by the U.S. Department of Agriculture indicate that stocks of about 960 million bushels will be carried over, about 75 million bushels less than July 1 of last year. Because private traders are taking over increasing amounts of export business, "free" wheat supplies are expected to total about 100 million bushels, or almost double the amount of "free" wheat a year ago. The Commodity Credit Corp., of course, will control the remaining 860 million bushels. The seasonal decline in prices during May and early June was helped along by USDA reports that old crop supplies are adequate to take care of all requirements, both domestic and overseas, until such time as new crop wheat becomes available. USDA expects, however, that about 30% of the wheat exported by the private trade during the 1956-57 crop year now drawing to a close will have been moved by the use of subsidy-in-kind script. The script certificates were given exporters last fall as a subsidy for business transacted. So far the use of subsidy script has been a depressing market factor, and was credited with contributing to a considerable amount of price bearishness earlier this spring.

AIRSLIDE CAR ORDERS

CHICAGO—With more than 3,000 Airslide cars in service or on order, General American Transportation Corp. has announced that the fifth production run of Airslide cars, comprising 657 cars, is being delivered from its East Chicago (Ind.) shops.

Summary of Flour Quotations

June 4 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Minneapolis	Kans. City	St. Louis	Buffalo
Spring top patent	6.09@6.30	6.23@6.33	6.23@6.33	6.23@6.33	6.97@7.11
Spring high gluten	5.88@5.98	5.88@5.98	5.88@5.98	5.88@5.98	6.62@6.76
Spring short	5.78@5.88	5.78@5.88	5.78@5.88	5.78@5.88	6.57@6.66
Spring standard	6.04@6.20	6.04@6.20	6.04@6.20	6.04@6.20	6.57@6.66
Spring straight	5.52@6.03	5.15@5.37	5.15@5.37	5.15@5.37	6.17@6.24
Hard winter high gluten	5.28@5.80	5.28@5.80	5.28@5.80	5.28@5.80	6.53@6.67
Hard winter standard	5.28@5.80	5.28@5.80	5.28@5.80	5.28@5.80	6.53@6.67
Hard winter first clear	5.28@5.80	5.28@5.80	5.28@5.80	5.28@5.80	6.53@6.67
Soft winter short patent	5.28@5.80	5.28@5.80	5.28@5.80	5.28@5.80	6.53@6.67
Soft winter standard	5.28@5.80	5.28@5.80	5.28@5.80	5.28@5.80	6.53@6.67
Soft winter straight	5.28@5.80	5.28@5.80	5.28@5.80	5.28@5.80	6.53@6.67
Soft winter first clear	4.72@5.30	4.72@5.30	4.72@5.30	4.72@5.30	5.48@6.45
Rye flour, white	4.75@4.77	4.75@4.77	4.75@4.77	4.75@4.77	5.34@5.45
Rye flour, dark	4.00@4.02	4.00@4.02	4.00@4.02	4.00@4.02	5.14@5.25
Spring high gluten	7.12@7.22	7.12@7.22	7.12@7.22	7.12@7.22	6.90@7.17
Spring short	6.67@6.77	6.67@6.77	6.67@6.77	6.67@6.77	6.45@6.72
Spring standard	6.57@6.67	6.57@6.67	6.57@6.67	6.57@6.67	6.35@6.62
Spring first clear	6.10@6.40	6.10@6.40	6.10@6.40	6.10@6.40	6.06@6.55
Hard winter high gluten	6.35@6.45	6.35@6.45	6.35@6.45	6.35@6.45	6.34@6.58
Hard winter standard	6.35@6.45	6.35@6.45	6.35@6.45	6.35@6.45	6.34@6.58
Hard winter first clear	6.35@6.45	6.35@6.45	6.35@6.45	6.35@6.45	6.34@6.58
Soft winter straight	5.70@5.95	5.70@5.95	5.70@5.95	5.70@5.95	5.70@5.95
Rye flour, white	5.10@5.25	5.10@5.25	5.10@5.25	5.10@5.25	5.10@5.25

*100-lb. papers. †100-lb. export cottons, f.a.s. Montreal. **For delivery between Ft. William and British Columbia boundary. ‡Bakery wheat flour in 100-lb. papers.

Teachers Will Study On National Starch Scholarship Fund

PLAINFIELD, N.J.—The Alfred A. Halden Memorial Scholarship, to assist Plainfield high school teachers in furthering their education, has been established by National Starch Products, Inc., which headquarters its research laboratories and one of its manufacturing plants in Plainfield.

According to Frank Greenwall, president, a committee consisting of the Plainfield board of education, the high school principal and two teachers, together with Dr. Robert Merritt, vice president of manufacturing at National Starch, will make the selection of recipients on the basis of ability, purpose of the graduate work being considered, and financial need.

The Plainfield scholarship has been named in honor of the late Alfred A. Halden, who for many years was manager of the Plainfield plant of National Starch and later executive vice president and a director of the firm. Mr. Halden was active in educational work and, said Mr. Greenwall, "did much to encourage industry to accept its responsibilities in the field of education."

National Starch also awards scholarships annually in the fields of engineering and chemistry at Rutgers University, the University of Nebraska, Columbia University, Case Institute of Technology and North Carolina State College, in addition to scholarships in other fields at New York School of Forestry, Syracuse University and Michigan State University.

SALES VOLUME UP

PASSAIC, N.J.—Caravan Products Co., Inc., has announced a 1956 gain in its sales volume of 38% over 1955. The increase comes on top of 1955 sales which were reported to be 36% more than in 1954. At the same time Alex Weber, vice president, reported that Caravan plans to increase support of its sales representatives in 1957-58 by use of more magazine and direct mail advertising.

Stock Market

THE NEW YORK STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1957	May 24	May 31
	High	Low	Close
Am. Bakeries Co.	37	31 3/4	34 3/4
Cont. Baking Co.	33 1/2	29 1/2	32
Pfd. \$5.50	105	99 1/2	100 1/2
Corn Pr. Ref. Co.	32 1/2	28	30 3/8
Std. Brands, Inc.	42 1/2	37 1/2	41 1/2
Sunshine Bisc., Inc.	74	65 1/2	72 1/2
Un. Bisc. of Am.	29 1/2	26 1/2	28 1/2
Victor Ch. Works	48 1/2	41 1/2	46 1/2
Ward Baking Co.	15 1/2	12 1/2	13 1/2

Stocks not traded:

	Bid	Asked
Merck & Co., \$3.50 Pfd.	76	79
Pfizer, Chas., Pfd.	85	86
St. Regis Paper, \$4.40 Pfd.	93	94
Un. Bisc. of Am., \$4.50 Pfd.	95	98
Ward Baking Co., \$5.50 Pfd.	91 1/2	92 1/2

THE AMERICAN STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1957	May 24	May 31
	High	Low	Close
Burby Bisc. Corp.	6 1/2	4 1/2	6 1/2
Hathaway Bk., Inc.	4 1/2	3 1/2	4
Horn & Hardart Corp. of N. Y.	29 1/2	23 1/2	29 1/2
Pfd. \$8	118 1/2	107	116 1/2
Wagner Baking Co., Pfd.	104	99	99
Horn & Hardart Corp. of N. Y., \$5 Pfd.	100	101 1/2	101 1/2
Omar, Inc.	11 1/2	11 1/2	11 1/2
Wagner Baking Co.	3 1/2	3 1/2	3 1/2

USDA Studies Costs, Margins Of 57 Large Baking Firms

WASHINGTON—The Committee on Agriculture and Forestry of the Senate has received a staff report dealing with trends of costs, margins, and profits in the baking industry.

Submitted by Henry J. Casso, staff economist, the report is the first in a series which will deal with costs and margins involved in the marketing of agricultural commodities. Allen J. Ellender (D., La.) is chairman of the committee.

The report is based on a survey of 19 multi-plant companies operating 430 plants, and on 38 single-plant companies.

Total costs for marketing farm products have increased steadily in recent years the report states. Reasons for increases are expansion of products marketed, increases in marketing services, and rising costs of performing marketing services.

This has resulted in a widening of the spread between farm and retail prices. In 1956 farmers received about 40 percent of the consumer's dollar as compared to 53 percent in 1945.

Indications are that the trend in marketing costs will likely continue its steady rise of recent years.

The committee has undertaken the study of price spreads principally in order to develop a better understanding of the changes and the reasons for changes in marketing margins and costs, the report stated.

Specifically the committee was desirous of obtaining information on sales and cost components, such as advertising and delivery expenses, labor costs (including fringe benefits), compensation to officers, taxes, profits, dividends, raw materials costs, and capital investment.

Multiplant Companies

A total of 24 companies with more than one plant each reported sales for 1955. These sales totaled almost \$1.6 billion for 473 plants, or an average of about \$3.3 million per plant. Of the \$1.6 billion sales, \$1.0 billion was reported by five large baking companies each having sales of \$100 million or more in 1955. These five companies operated 265 plants.

Data for 19 of the 24 companies that reported substantially all items

on the schedule in 1955 are summarized in Table 1. Cost of ingredients used in bakery products and wages and salaries of employees each amounted to about one-third of total sales. The remaining third was distributed among cost of packaging and wrapping materials, delivery expense (other than wages and salaries), depreciation allowance, taxes, other costs, and profits. Of these the cost of packaging and wrapping materials was the largest single component.

Compensation to officers (including stock benefits and other benefits) amounted to 0.4% of sales. For the 16 companies that reported the number of officers, the average number per company was 6, with an average compensation per officer of \$33,400. The averages ranged widely from a low of \$10,600 to a high of \$78,800, but officers of only two companies average more than \$42,000.

As a proportion of gross margin (sales less cost of ingredients and cost of bakery products purchased for resale) labor costs amounted to about one-half. The cost of packaging and wrapping materials was 10.6% of the gross margin; delivery expense, 7.4%; advertising and promotional expense, 5.6%; and other costs (residual), about 14%. Net profits (after taxes) were 5.3% of the margin.

Single-plant Companies

Similar data for 1955 are tabulated in Table 1 for 38 single-plant companies. The sales per plant averaged \$2.9 million dollars—a little less than the average for the multiplant companies.

Some differences may be observed between the data for the two groups in Table 1. For the single-plant companies, cost of ingredients is a slightly higher proportion of sales and labor cost is also a higher proportion. However, if wholesale single-plant companies are compared with the multiple-plant companies, which are principally wholesale companies, labor costs are a lower proportion of sales. Labor is of relatively more importance in both retail and home-delivery companies than in wholesale companies.

Net profits per dollar of sales were markedly lower for the single-plant

Table 1

Cost and Profit as a Percentage of 1955 Sales for Multi-Plant and Single-Plant Baking Companies

Item	19 multiplant companies ¹ (430 plants)		38 single-plant companies ²	
	Actual (thousands)	Percentage of sales	Actual (thousands)	Percentage of sales
Sales.....	\$1,365,013	100.0	\$113,454	100.0
Sales per plant.....	3,174		2,910	
Expenses:				
Ingredient cost.....	448,766	32.9	30,622	34.9
Bakery products purchased or resale.....	3,694	.3	1,157	1.0
Packaging and wrapping material.....	96,864	7.1	6,766	6.0
Advertising and promotion.....	31,241	3.8	2,389	2.1
Delivery, other than wages and salaries.....	67,613	5.0	4,332	3.8
Wages and salaries of employees.....	446,894	32.7	38,743	34.2
Fringe benefits to employees.....	17,531	1.3	1,632	1.4
Social security taxes on wages and salaries.....	10,064	.7	906	.8
Compensation of officers.....	5,016	.4	1,594	1.4
Depreciation allowance.....	30,998	2.3	2,556	2.3
Taxes (other than social security, income, and excess profits).....	11,439	.8	569	.5
Items not specified ³	73,295	5.3	8,304	7.3
Profits before taxes.....	101,598	7.4	4,914	4.3
Income and excess profits taxes.....	52,725	3.8	2,656	2.3
Net profits (after taxes).....	48,797	3.6	2,258	2.0

¹ An association of bakeries furnished a combined report for 58 plants of subsidiary companies. This association was counted as 1 company.

² Includes 39 plants; 1 company operated 2 plants in 1955. The 38 companies includes 25 wholesale, 5 whole and retail, 4 retail, and 4 home-delivery companies.

³ Other plant and office expense, including insurance, light and power, fuel, machinery and building repairs and maintenance, office supplies, and other expense. Computed as a residual (sales less specified costs and profits).

Table 2
Financial Data for 1945 and 1950-55 for Baking Companies With More Than One Plant

Item	1945 (414 plants)	1950 (407 plants)	1951 (405 plants)	1952 (400 plants)	1953 (397 plants)	1954 (411 plants) ¹	1955 (417 plants)
Million dollars							
Sales.....	663.8	986.2	1,094.3	1,149.9	1,205.8	1,273.6	1,348.1
Stockholders' equity.....	229.0	334.0	343.5	355.0	366.9	386.5	401.9
Investment ²	140.7	239.7	258.9	269.1	273.7	294.5	310.6
Depreciation allowance.....	10.3	21.8	24.3	26.1	26.7	27.8	30.5
Net profits (after taxes).....	23.7	50.3	40.1	42.3	48.4	45.9	48.4
Dividends.....	18.5	30.5	30.1	30.5	30.2	30.9	34.1
Percent							
Net profit as percentage of sales.....	3.6	5.1	3.7	3.7	4.0	3.6	3.6
Net profit as percentage of stockholders' equity.....	10.3	15.1	11.7	11.9	13.2	11.9	12.0

¹ Same companies summarized in table 2.

² Total investment in plant and equipment less reserves for depreciation.

companies than for the multiplant companies.

Ingredient costs as a percentage of sales declined from 37.5% in 1945 to 35.6% in 1950 and 32.9% in 1955. The primary reason probably was the relative decline in costs of flour relative to trends in wage rates, cost of packaging materials, and costs of other materials and supplies used by baking companies.

Wages and salaries paid by these baking companies, as a proportion of sales, increased slightly throughout this period—from 30.7% in 1945 to 32.7% in 1955. As a percentage of the gross margin (sales less ingredient costs), however wages and salaries remained almost constant throughout the period because the gross margin also increased as a percentage of sales.

Sales, Investment Ratios

Both sales and investment for the 18 large companies doubled between 1945 and 1955. The ratio of sales to investment has remained rather stable since 1950, ranging between 4.1 and 4.4, compared with 4.7 in 1945. Depreciation allowance in 1955 was almost three times the amount in 1945. Ratio to investment remained relatively stable at 9.1 to 9.7% from 1950 to 1955; depreciation allowance was 7.3% of investment in 1945.

The net profits to sales ratio was the same in 1954 and 1955 as in 1945—3.6%. The largest ratio, 5.1%, was in 1950.

This was the last year of five (1946-50) in which profit ratios generally were high compared with periods before and since.

Net profits after taxes as percentage of stockholders' equity were also higher in 1950 than in other years summarized. With the exception of 1950, there was little change in this ratio. For four of the years the ratio varied only from 11.7 to 12.0%, compared with 10.3% in 1945 and 13.2% in 1953.

Dividends have declined relative to sales—from 3.1% of sales in 1950 to 2.5% in 1955. The proportion of net profits paid out in dividends was 60% in 1950 and 75% in 1951, with later years falling between these percentages. In 1945, dividends were 78% of net profits.

Single-Plant Ratios

In 1950-55 sales ranged from 3.8 to 4.7 times the amount of investment in plant and equipment (less reserves for depreciation) for 17 single-plant companies, compared with 6.5% in 1945.

Sales of the single-plant companies increased by about the same percent-

(Continued on page 47)

Table 3
Cost of Flour and Other Ingredients for 12 Large Baking Companies, 1945 and 1950-55

Item	1945 ¹	1950	1951	1952	1953	1954	1955
Thousand dollars							
Bread:							
Sales.....	256,182	506,766	560,039	594,443	626,332	675,758	717,902
Cost of ingredients:							
Flour.....	72,293	142,398	151,612	155,921	159,748	175,766	181,499
Other.....	37,147	58,991	69,174	68,648	70,155	76,391	75,478
Total.....	109,440	201,389	220,786	224,569	229,903	252,157	256,977
Other bakery products:							
Sales.....	311,203	441,279	492,842	513,621	539,195	546,648	567,625
Cost of ingredients:							
Flour.....	27,879	38,954	43,528	44,860	43,307	42,606	45,566
Other.....	73,643	96,578	115,408	108,776	119,586	122,072	122,925
Total.....	101,522	135,532	158,936	153,636	162,893	164,678	168,491
Percent							
Bread:							
Ingredient cost as percentage of sales:							
Flour.....	28.2	28.1	27.1	26.2	25.5	26.0	25.3
Other.....	14.5	11.6	12.3	11.6	11.2	11.3	10.5
Total.....	42.7	39.7	39.4	37.8	36.7	37.3	35.8
Flour cost as percentage of cost of all ingredients.....	66.1	70.7	68.7	69.4	69.5	69.7	70.6
Other bakery products:							
Ingredient cost as percentage of sales:							
Flour.....	8.9	8.8	8.8	8.7	8.0	7.8	8.0
Other.....	23.7	21.9	23.4	21.2	22.2	22.3	21.7
Total.....	32.6	30.7	32.2	29.9	30.2	30.1	29.7
Flour cost as percentage of cost of all ingredients.....	27.5	28.7	27.4	29.2	26.5	25.9	27.0

¹ 11 companies in 1945.

² Some companies made bread only.

Cereal Chemists Discuss Responsibilities; Hear Technical Reports

SAN FRANCISCO—Cereal chemists have certain basic responsibilities of which many lose sight in their preoccupation with more immediate problems.

Dr. Lawrence Zeleny, U.S. Department of Agriculture, Washington, D.C., and president of the American Association of Cereal Chemists, opened the 42nd annual AACC convention with this remark.

"We are living in a rapidly changing world," Dr. Zeleny said, "but with all these changes food remains and will continue to remain the prime basic necessity of all mankind. We as cereal chemists represent the most important food industry in the world, since cereal products constitute the world's principal source of food. We shall be called upon more and more to conduct research and provide scientific advice and service that will benefit the producer, the processor, and the consumer of our products."

"Science is gradually pulling away the veil that shrouds many of the remaining mysteries of life. We can

look forward with confidence to better and longer lives, made possible in no small part by a fuller understanding of human nutrition. Let us keep our eyes wide open and our ears to the ground so that we may contribute our share to the better world ahead."

Food and Drugs

Charles W. Crawford, former commissioner of food and drugs, described the fight for pure food and drugs in his address during the opening session May 20.

"The great majority of food manufacturers are now using every reasonably applicable safety test in their studies of the prospective use of new additives," Mr. Crawford said. "They abandon the project if there is evidence of any potential danger. What they do voluntarily should be required by law of those who are less careful and who may prematurely launch competitive products at the risk of consumer health and to the detriment of returns from properly tested products."

Clinton L. Brooke Chosen President-Elect of AACC

ST. PAUL—Clinton L. Brooke, enrichment products manager, Merck & Co., Inc., has just been named president-elect of the American Association of Cereal Chemists. The announcement of Mr. Brooke's election was made here from AACC headquarters.

Mr. Brooke has been associated with the milling and baking industry for his entire professional life. His graduate work at the University of Minnesota was preceded by work as chemist in Uppsala, Sweden, and services as translator at the Swedish Institute of Race Biology, Uppsala. He has been associated with such American companies as Pillsbury Mills, Inc., and National Yeast Corp. He has served as national secretary of AACC since 1953.

Mr. Brooke holds membership in

the American Society of Bakery Engineers, Institute of Food Technologists, American Association for the Advancement of Science, New York Bakers' Club, Bakers' Club of Chicago, and the Baltimore Bakers' Club. He has been a member of AACC since 1924.

Other officers named were: Dr. James W. Pence, chemist, wheat unit, Western Utilization Research Branch, Albany, Cal., elected secretary; Dr. Wendell Reeder, director of research, Campbell Taggart Research Corp., Dallas, Texas, elected to the board of directors for a two-year term; and Dr. I. Hlynka, chemist and section leader, wheat research unit, Grain Research Laboratory, Winnipeg, Manitoba, elected to the board for a one-year term.

The newly elected officers were installed at AACC's 42nd annual meeting in San Francisco, when Dr. William Bradley of the American Institute of Baking assumed the presidency.

—BREAD IS THE STAFF OF LIFE—

Vulcan-Hart Obtains Vertical Mixer Line

LOUISVILLE, KY. — Wendell Smock, president of Vulcan-Hart Mfg. Co., Louisville, with factories and general offices in Louisville and Baltimore, Md., has announced acquisition of the Vertical Mixer Division of the Century Machine Co., Cincinnati.

Vulcan-Hart manufactures equipment for the commercial food preparation of cooking.

When manufacturing operations are moved to Vulcan's Autosan Dishwasher plant in Louisville, the mixers will bear the name "Vulcan-Auto-Mix" and will be available in sizes 20, 30, 60 and 80 quarts.



KEEP AMERICA STRONG — The Western Waxide Specialty Packaging Division of Crown Zellerbach Corp., San Francisco, has developed thin red, white and blue end label as a public service to assist efforts of the baking industry to help the U.S. Army recruitment program. The end label is available in billboard and cut-out styles.

NBC Bread Bakeries Plans New Quarters

NEW YORK—The National Biscuit Co. has announced plans to transfer its NBC Bread Bakeries from 251 N. Pearl St., Albany, to a one-story building at 98 Fuller Rd., which has been purchased from the Fuller Rd. Corp. Announcement of the plan was made by J. J. Sullivan, bakery manager.

Mr. Sullivan said the move is necessary because of the need for additional space and production facilities. The company probably will occupy the new building in 1958. "The installation of equipment and machinery, construction of an addition, and transfer of the bakery operation from its present location will take several months," said Mr. Sullivan.

When the new addition is completed it will have a floor area of 50,000 sq. ft. It has several truck loading docks and is adjacent to a railroad siding.

The company has operated its bakery at the Pearl St. location since 1920.

—BREAD IS THE STAFF OF LIFE—

Gopher Grinders Expands Factory

ANOKA, MINN.—Haryl C. Simmons, president, Gopher Grinders, Inc., has reported the construction of an addition to his firm's factory, doubling its present facilities, and of three new offices added to the company. The addition is the second put on the plant within the last three years to handle expanding business.

Mr. Simmons also announced the appointment of Carl P. Mies, Sr., as the exclusive representative of Gopher Grinders in Illinois, Indiana and Missouri, to be effective immediately.

AIB Planning Short Course Sept. 9-14

CHICAGO—Time, motion, and temperature will be the subjects of lectures, round tables, and discussions during the fall short course on maintenance to be given at the American Institute of Baking Sept. 9-14.

William M. Schieb, AIB's instructor in bakery equipment maintenance and operation, has planned the course after those previously offered by the School of Baking but with added emphasis on the importance of preventive maintenance in buildings and equipment.

Instructors in the School of Baking and scientists from the laboratories and The Department of Bakery Sanitation of the Institute will give the lectures, and will lead panel discussions. More than 20 authorities from the baking industry, bakers and allied men, will also participate in the program. The proper operation of equipment for maximum safety and efficiency will be the subject of a number of the class sessions. Development of plant training programs covering these areas also will be reviewed.

Additional information concerning the course may be obtained from Alpha Carlson, registrar, American Institute of Baking, 400 East Ontario St., Chicago. Tuition for the course is \$100.

—BREAD IS THE STAFF OF LIFE—

W. M. Clemens Receives Honorary Degree

CHICAGO—An honorary degree of Doctor of Laws was conferred June 1 by Clarke College of Dubuque, Iowa, on William M. Clemens, president of the Trausch Baking Co.

For many years, Mr. Clemens has been very active in civic affairs in the Dubuque area. In 1955, Loras College of Dubuque cited him as "Man of the Year." In 1956, he served as chairman of a committee which successfully put on a campaign to raise \$100,000 for Clarke College.

Mr. Clemens has been a member of the Board of Governors of the American Bakers Assn. since 1949, serving as treasurer of the association since 1951.

His civic activities include membership on the Dubuque Park Board for ten years; City of Dubuque Bridge Commissioner from 1939 through 1955; member of the Iowa Historical Society; activity in the Chamber of Commerce, and chairmanship of a variety of fund raising campaigns.



Clinton L. Brooke
President-Elect



BULK CAR FLEET—Shown here at the Dallas mill are some of the new Airslide cars Russell-Miller Milling Co., Minneapolis, has added to its fleet of cars for bulk shipment of bakery flours. Now in service these cars, with a capacity of 100,000 lb. each, offer Russell-Miller customers an expanded and more efficient shipping service.

Ward Baking Company Announces Formation of Three Divisions

NEW YORK—The formation of eastern, central and southern regional divisions of the Ward Baking Co. has been announced by Arnold Jackson, president of the company.

Mr. Jackson said that the regional set-up was brought about to decentralize operations from the headquarters office in New York and bring company management closer to the plant operation in the company's 21 widely separated bakeries.

Chester C. Beach has been appointed manager of the eastern region, and will make his headquarters in the New York office. Ray Murray has been named manager of the central region, with headquarters in Chicago. Edwin J. Finegan is manager of the southern region, and will make Tampa his headquarters.

Mr. Beach will supervise overall plant operations in Boston, White River Junction, Providence, Syracuse, Pittsburgh, Youngstown and Baltimore. He has been associated with the baking industry for 41 years and joined the Ward Baking Co. in 1940. He has served as headquarters field representative and as a manager of

bakeries in Columbus, Detroit and Newark. For the last three years he has been assistant general sales manager of the company.

Mr. Murray, who will direct plant activities in Chicago, South Bend, Detroit, St. Louis, Cleveland and Columbus, joined the company 33 years ago as a shipping clerk. In the intervening years, he has risen through the ranks of sales supervisor, sales manager, and until his recent appointment, Mr. Murray has been manager of the company's two Chicago bakeries.

Mr. Finegan, whose region covers operations in Tampa, New Orleans, Jacksonville, Birmingham, High Point and Rocky Mount, N. C., started with the company as a cake salesman in 1936. Progressing through the positions of sales supervisor, agency sales manager and headquarters field representative, he became manager of the Tampa bakery in 1951, where he remained until his recent appointment.

E. D. Sidders, manager of the Bronx bakery, and E. A. Brennan, Newark bakery manager, will continue to report directly to the president's office.



NEW BULK OPERATION—The Dayton Bread Co. has installed bulk flour handling equipment at its Miami Maid bakery. Representatives of the company and firms who had a part in the installation are shown with the special railway car which carried the first 100,000 lb. bulk flour to the bakery. Also lending a hand at the inaugural ceremonies for the installation were Henry S. Stout, mayor of Dayton, shown at the control panel, and E. F. Weisbrod, president and chairman of the board of the company.



Victor E. Marx

VISITS EUROPE—Victor E. Marx, secretary-treasurer, American Society of Bakery Engineers, was in Europe to attend the annual meeting of the British Chapter Affiliate of ASBE in London recently. The society permits the establishment of overseas affiliates thereby making it possible for the British chapter to become the first such affiliate. Mr. Marx officially represented ASBE at the London meeting. An engrossed proclamation signed by Harold M. Freund, Freund Baking Co., St. Louis, ASBE president, was prepared for Mr. Marx to present in person to John Thomson, Allied Bakeries, Ltd., London, chairman of the British Chapter Affiliate. Mr. Marx will continue to the continent where he will visit with ASBE members in Holland, Germany, Sweden, Austria, Switzerland, France and Scotland, enroute home.

Continental Baking Moves Into New Headquarters

NEW YORK—The national headquarters of the Continental Baking Co. was recently transferred from New York City's Rockefeller Plaza to a two-story general office building and connecting research laboratories on a 25-acre tract in Rye and Harrison, N.Y., about 24 miles northeast of mid-Manhattan in Westchester County.

The new consolidated executive offices and research facilities, built at a cost in excess of \$1 million, are located off Theall Road in the city of Rye and the town of Harrison.

The two-story office building houses about 300 employees from top management to clerical personnel. The new center for scientific research is currently in the last stages of completion. It will be here that fundamental research in baking problems and other projects connected with the company's operation will take place. The new buildings occupy approximately 85,000 sq. ft., of which 17,200 are allotted to research. Chemists, technicians, engineers, etc., will shift their quarters from the current Jamaica and Bronx, N.Y., laboratories to the new quarters.

The research laboratory will feature a 2,500 sq. ft. pilot bakery, a test kitchen for the home economics

13.7 Billion Pounds Bread Baked Yearly

WASHINGTON—Commercial bakeries in the U.S. produce about 13.7 billion pounds of bread and bread-type rolls in a single year, according to statistics compiled by the Bureau of the Census, U.S. Department of Commerce, from data collected in the 1954 censuses of business and manufactures.

Manufacturing bakeries produced 12.7 billion pounds of bread and bread-type rolls with a factory value of \$2 billion. Retail bakeries produced one billion pounds of these items with a retail value of \$189 million. The total commercial production of bread and bread-type rolls amounted to more than 80 pounds per capita for the U.S. population.

Total value of all commercial bakery products in 1954 was \$3.6 billion. In addition to the production of bread and bread-type rolls, the commercial bakeries reported 956 million pounds of sweet yeast goods valued at \$376 million, 816 million pounds of pies valued at \$232 million and 126 million pounds of hand-made cookies valued at \$60 million. Manufacturing bakers produced 376 million dozen cake-type doughnuts valued at \$113 million and retail bakeries produced \$26 million worth of this item, quantity not reported.

Production of soft cakes was valued at \$478 million and of pastries at \$71 million.

Among ingredients used by commercial bakeries were about 9.9 billion pounds of wheat flour valued at \$624 million, nearly 1.5 billion pounds of sugar valued at \$129 million, 816 million pounds of fats and oils valued at \$179 million and other ingredients and supplies valued at \$787 million.

department, and a controlled "weather room" for testing products slated for storage. Temperature and humidity are controlled in this "weather room" to simulate actual plant conditions. Five rooms were designed specifically for special research projects. Featured will be two low temperature boxes capable of producing —20 and —40° F.

These offices will serve as the nerve center for Continental's 11 regional offices, 86 bakeries and 333 distribution depots located in 323 towns and cities in 39 states.

—BREAD IS THE STAFF OF LIFE—

Red Star Appoints New Comptroller

NEW YORK—J. L. Murray has been appointed comptroller of the Red Star Yeast & Products Co., Milwaukee, it has been announced by R. T. Foote, executive vice president.

For the last two years Mr. Murray has been assistant to the treasurer of the company. Prior to that time he was active in the field of public accounting.

—BREAD IS THE STAFF OF LIFE—

BAKING FIRM DIVIDEND

NEW YORK—George L. Morrison, chairman of the board, General Baking Co., has announced that directors of the firm have declared the regular company dividend of \$2 a share on the \$8 preferred stock, payable July 1, 1957, to holders of record on June 17, 1957.

Formulas for Profit

Chiffon Pies for:

Meeting Keener Competition... Top Quality Taste... Boosting Sales

STRAWBERRY CHIFFON PIES

Bring to a boil:

- 1 No. 10 can strawberries
- 2 lb. 8 oz. granulated sugar
- ½ oz. salt

Mix together, add and stir in until thick:

- 7 oz. cornstarch
- 1 pt. water

Then pour the cooked filling into: 2 lb. stiff meringue, stirring in carefully with a wire whip

Place into baked shells at once. If desired when cool, cover pies with meringue and bake to golden brown color.

APRICOT CHIFFON PIES

Mix together and soak overnight:

- 4 lb. dried apricots
- 8 lb. water

Add and bring to a boil:

- 4 lb. granulated sugar
- ½ oz. cinnamon
- ½ oz. salt

Then add and stir in thoroughly: 2½ oz. gelatine dissolved in 2 lb. water

Remove from the fire and pour the mixture gradually into:

- 3 lb. stiff meringue

Stir in thoroughly with a wire whip. Fill into baked shells.

If desired when the filling is cooled, cover with meringue and bake to a golden brown color.

PINEAPPLE CHIFFON PIES

Bring to a boil and boil for three minutes more:

- 1 No. 10 can crushed pineapple
- 1 lb. granulated sugar
- 1 lb. water
- 1 oz. salt
- 3 oz. stabilizer
- Grated rind of three oranges

Mix together, add and stir in until clear:

- 8 oz. starch
- 1 lb. water

Then boil to 240° F.:

- 4 lb. 4 oz. granulated sugar
- 1 lb. 8 oz. water

Beat stiff:

- 2 lb. egg whites

Pour boiled sugar syrup into the beaten whites slowly and continue beating until stiff.

Then fold the cooked pineapple into the beaten mass carefully with a wire whip. Fill into baked pie shells. Allow the filling to cool and then cover with whipped cream.

Note: The pineapple should be hot when mixed into the beaten whites.

BANANA CHIFFON PIES

Bring to a boil:

- 4 lb. water
- 1 lb. 12 oz. granulated sugar
- ½ oz. salt
- Trace of yellow color

Mix together, add and stir in until thick:

- 8 oz. cornstarch
- 14 oz. water

Pour this mixture into 2 lb. 8 oz. stiff meringue.

Procedure: Place a small amount of chiffon on the bottom of the baked shells. Place a layer of sliced bananas on top of this. Cover with another layer of chiffon and place

another layer of sliced bananas on top of this. Then cover with another layer of chiffon.

Note: If desired the yellow color may be replaced with a few egg yolks.

Boiled Meringue

Beat together:

- 2 lb. egg whites
- 8 oz. granulated sugar
- ½ oz. salt
- ½ oz. cream of tartar

While the above is beating, boil to 238-240° F.:

- 4 lb. granulated sugar
- 8 oz. corn syrup
- 1 pt. water

Pour the boiled mixture into the beaten whites slowly and continue beating until the meringue is nearly cool.

Add:

- Vanilla to suit

Note: From 1 to 4 oz. tapioca flour may be added to decrease shrinkage. It is not necessary to brown this meringue in the oven.

CUSTARD CREAM CHIFFON PIES

Bring to a boil:

- 2 lb. 8 oz. granulated sugar
- 8 lb. milk
- ¾ oz. salt

When the above comes to a boil, stir in the following mixture:

- 12 oz. cornstarch
- 1 lb. milk
- 1 lb. 8 oz. whole eggs

When thickened, remove from the fire and stir in:

- 4 oz. butter
- Vanilla to suit

Then add this to the following meringue:

Beat lightly:

- 2 lb. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 3 lb. granulated sugar

Then place into baked shells at

once. When cool, cover with meringue and bake until a golden brown color is obtained.

CRANBERRY CHIFFON PIES

Bring to a boil:

- 6 lb. cranberries
- 5 lb. granulated sugar
- 1¼ oz. salt
- 2 lb. 8 oz. water
- ½ oz. cinnamon

Cook until cranberries are soft.

Then stir in the following mixture:

- 8 oz. cornstarch
- 1 lb. water

Cook until clear and thickened. Pour into the following meringue:

Beat lightly:

- 1 lb. 4 oz. egg whites
- 1 lb. 12 oz. granulated sugar
- ½ oz. salt
- ½ oz. cream of tartar

Add the cooked cranberries gradually, stirring with a wire whip. Fill into baked pie shells.

If desired, when cool, cover pies with meringue and bake to a golden brown color.

ORANGE CHIFFON PIES (No. 2)

Bring to a boil:

- 4 lb. water
- 1 lb. 12 oz. sugar
- ½ oz. salt

Mix together:

- 10 oz. cornstarch
- 8 oz. orange juice powder
- 2 oz. lemon juice powder
- 12 oz. water

Add:

- 10 oz. egg yolks

Stir into the boiling mixture until it thickens.

While the above is cooking, beat lightly:

- 1 lb. egg whites

Add gradually and beat until firm:

- 1 lb. granulated sugar

As soon as the cooked mixture is thickened, pour into the beaten mix-

ture gradually, stirring with a whip. Then fill into baked shells.

When cool, cover with meringue and bake until a golden brown color is obtained.

PEACH CHIFFON PIES

Drain juice from one No. 10 can of peaches and add enough water to make 1 qt. liquid. Bring to a boil with:

- 1 lb. granulated sugar
- ¼ oz. salt

Mix together, add and stir in until thick:

- 1 lb. granulated sugar
- 5 oz. cornstarch

Crush peaches into small pieces and add them. Then stir this mixture into:

- 2 lb. 8 oz. stiff meringue

Place into baked shells at once. When cool, cover with meringue, if desired, and bake to a golden brown color.

CHERRY CHIFFON PIES

Drain the juice from one No. 10 can of cherries. Add enough water to make 1 qt. liquid. Break up cherries thoroughly into small pieces and add with the juice. Place on fire and add:

- 1 lb. granulated sugar

When mixture starts to boil, add the following mixture:

- 1 lb. granulated sugar
- ¼ oz. salt
- 3½ oz. cornstarch

Stir this until clear. Pour cooked filling gradually into 3 lb. stiff meringue, using a wire whip. Fill into baked shells. Allow to cool and cover with meringue. Bake to a golden brown color.

LEMON CHIFFON PIES (No. 2)

Bring to a boil:

- 4 lb. water
- 1 lb. 12 oz. sugar
- ½ oz. salt

Mix together:

- 10 oz. cornstarch
- 6 oz. lemon juice powder
- 10 oz. water

Add:

- 10 oz. egg yolks

Stir into the boiling mixture until it thickens.

While the above is cooking, beat lightly:

- 1 lb. egg whites

Add gradually and beat until firm:

- 1 lb. granulated sugar

As soon as the cooked mixture is thickened, pour into beaten mixture gradually, stirring with a whip. Fill into baked shells.

When cool, cover with meringue and bake until a golden brown color is obtained.

BUTTERSCOTCH CHIFFON PIES (No. 1)

Bring to a boil:

- 1¼ qt. milk
- 1 lb. 4 oz. brown sugar
- 7 oz. butter

Mix together, add and stir until thick:

- 4 oz. cornstarch
- 8 oz. milk
- 4 oz. whole eggs

When thickened, add the mixture

Chiffon Pie Tasty Hot Weather Treat

What is more appetizing as a summer dessert than a piece of delicious chiffon pie? This is especially true when the filling contains fruit or juice with a high acid content. During the hot, humid months the public associates such pies with coolness and freshness. To the baker they offer an opportunity to create pies that will tempt the palates of his customers.

Competition is becoming keener all the time in the pie business. Just about every food market today offers for sale a number of frozen, unbaked pies, a serious threat to the bakers' pie business. Due to convenience, Mrs. Housewife has also cut down on the production of pies in her kitchen. As the frozen pie variety is rather limited, the baker can meet this competition with types that cannot be purchased in the food markets.

Of course, he must produce quality pies. They must be sold only when strictly fresh. The crust must be short and tender. This means that the dough must contain a good amount of shortening. The filling should not be skimpy—this is not conducive to good sales.

The pies should be baked in different sizes to meet the demands of both large and small families. This will undoubtedly increase production costs somewhat, but will be offset by increased customer satisfaction and acceptance.

When making chiffon pies it is important that the cooked portion of the mix be added to the beaten meringue immediately after it is removed from the fire. If this is not done, a skin is apt to form on top, resulting in a lumpy filling. Unbeaten or soft egg whites will cause the filling to be runny. This step should be closely watched.

The pies are then covered with whipped cream, placed in a refrigerated case, and chilled.

Stabilizers for meringue can be obtained from the supply houses. As they are not all identical, the directions given by the manufacturer should be followed.

gradually to 20 oz. stiff meringue, stirring in with a wire whip. Place into baked shells at once.

If desired, cover cooled pies with meringue and bake until a golden brown color is obtained.

PUMPKIN CHIFFON PIES

Bring to a good boil:

- 1 No. 10 can pumpkin
- 2 lb. 8 oz. brown sugar
- 4 lb. 8 oz. milk

Mix together:

- 12 oz. cornstarch
- 12 oz. granulated sugar
- ½ oz. cinnamon
- ½ oz. ginger
- ½ oz. allspice
- 1 oz. salt

Stir in:

- 1 lb. 12 oz. whole eggs

When the pumpkin starts to boil, add starch mixture and stir until thick. Remove from fire and pour gradually into the following meringue, stirring constantly.

Beat light:

- 2 lb. egg whites
- 2 lb. granulated sugar
- ½ oz. salt
- ½ oz. cream of tartar

After cooked pumpkin has all been stirred into the meringue, fill into baked shells.

If desired, when cool, cover pies with meringue and bake to a golden brown color.

ORANGE CHIFFON PIES (No. 1)

Bring to a boil:

- 3 lb. water
- 1 lb. 4 oz. granulated sugar
- ¼ oz. salt

Mix together, add and stir in until thick:

- 7 oz. cornstarch
- 1 lb. water
- 4 oz. egg yolks

Then stir in the juice and rind of:

- 6 oranges
- 3 lemons

Then stir in:

- 2 oz. butter

Pour mixture gradually into:

20 oz. stiff meringue, stirring in with a wire whip.

Place into baked shells at once. Note: A trace of orange color added to the meringue will improve the color of the filling.

If desired, when cool, cover pies with meringue and bake to a golden brown color.

CHOCOLATE CHIFFON PIES

Bring to a boil:

- 2 qt. milk
- 1 lb. 8 oz. sugar
- 5 oz. bitter chocolate
- ½ oz. salt
- Vanilla to suit

Mix together, add and stir in until thick:

- 5 oz. cornstarch
- 4 oz. milk
- 10 oz. whole eggs

When thickened, add this mixture gradually to the following meringue formula:

Meringue

Beat lightly:

- 1 lb. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 1 lb. 8 oz. sugar

Place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

Stabilized Whipped Cream

- 1 gal. whipping cream
- 1 pt. hot water (about 160° F.)
- 1½ oz. gelatin
- 12 oz. granulated sugar

Procedure: Dissolve gelatin in the hot water thoroughly and stir into the cream. Place in a refrigerator to chill for at least two hours. Mix-

ture may be kept at this stage for several days. Whip at slow speed. The sugar is added just after the cream is whipped up and is nearly finished. Then add a small amount of pure vanilla extract.

Stabilized Meringue

Sift together:

- 5 lb. sugar
- ½ oz. stabilizer

Add and boil for 1 min.:

- 2 lb. water

Beat to a stiff peak but not dry:

- 2 lb. egg whites
- ½ oz. cream of tartar

Add cooked syrup to the beaten whites gradually at high speed. Whip to desired consistency.

This will cover 25 9-in. pies.

GRAPEFRUIT CHIFFON PIES

Bring to a boil:

- 3 lb. 8 oz. water
- 3 lb. 12 oz. sugar
- ½ oz. salt

Mix together and add, stirring constantly until thickened:

- 9 oz. cornstarch
- 12 oz. water
- 8 oz. whole eggs
- 8 oz. yolks

Add and stir in thoroughly:

- 1 lb. grapefruit juice

Remove from the fire and stir in:

- 5 oz. butter

Add this gradually to the following meringue:

Beat lightly:

- 1 lb. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

GRAPE JUICE CHIFFON PIES

Bring to a boil:

- 3 lb. grape juice
- 2 lb. water
- 2 lb. 12 oz. sugar
- ¼ oz. salt

When boiling, add the following mixture:

- 7 oz. cornstarch
- 1 lb. water
- 6 oz. egg yolks

Stir until thickened, then add and stir in:

- 3 oz. butter

Add this gradually to the following meringue:

Beat lightly:

- 1 lb. 4 oz. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 2 lb. sugar

Place into baked shells at once. When cool, cover with meringue and



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 24), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

bake until a golden brown color is obtained.

BUTTERSCOTCH CHIFFON PIES (No. 2)

Bring to a boil:

- 5 lb. milk
- 2 lb. 4 oz. brown sugar
- 12 oz. butter

When boiling, stir in the following mixture:

- 8 oz. cornstarch
- 10 oz. whole eggs
- 1 lb. milk

When thickened, remove from the fire and add mixture gradually to the following meringue:

Beat lightly:

- 1 lb. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

LEMON CHIFFON PIE FILLING (No. 1)

Bring to a boil:

- 4 lb. water
- 1 lb. 12 oz. granulated sugar
- ½ oz. salt

Mix together:

- 12 oz. cornstarch
- 8 oz. water

Add:

- 10 oz. egg yolks

Stir into boiling mixture until it thickens. Then stir in the juice of 10 lemons.

While the above is cooking, beat lightly:

- 1 lb. egg whites

Add gradually and beat until firm:

- 1 lb. granulated sugar

As soon as the cooked mixture is thickened, pour into beaten mixture gradually, stirring with a whip. Then fill into baked shells. If desired, when cool, cover the pies with meringue and bake to a golden brown color.

CHOCOLATE MALTED MILK CHIFFON PIES

Bring to a boil:

- 3 lb. 8 oz. milk
- 2 lb. granulated sugar
- 10 oz. malted milk powder
- ¼ oz. salt

When boiling, stir in until thick:

- 6 oz. cornstarch
- 8 oz. milk
- 8 oz. egg yolks

Remove from the fire, add and stir in:

- 7 oz. melted bitter chocolate
- 3 oz. butter

Then add this gradually to the following meringue:

Beat lightly:

- 1 lb. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with mer-

—BREAD IS THE STAFF OF LIFE—

Chicago Bakers Council To Promote Industry

CHICAGO—A bakers council has been formed in Chicago, for the purpose of promoting greater use of educational material in schools, and by doctors, nurses and others. The booklets and promotional material produced by the consumer service department of the American Institute of Baking for the Bakers of America Program will be used.

All segments of the Chicago baking industry were represented at the preliminary meeting to discuss formation of the Chicago Bakers Council. It was agreed unanimously that there is a strong need for the council and the educational program; that every baker, regardless of type of operation, can benefit from the promotional work.

C. J. Burny, Burny Bros., Inc., was elected chairman of the council; Robert Cain, Cain's English Muffin Co., was chosen treasurer. The executive committee will be composed of Mr. Burny, Mr. Cain, Otto Bergt, Metz Bakery; Charles Regan, Interstate Bakeries Corp., Joseph Fasano, Fasano Pie Co., and James Henderson, Case-Moody Pie Co.

Formation of the council will enable active promotion of the educational material through the Chicago school system. Orders will be filled by the institute and the council billed for the cost of the material.

—BREAD IS THE STAFF OF LIFE—

FIRM CHANGES OFFICES

ATLANTA, GA. — The Division Sales Office of Clinton Corn Processing Co., formerly located at 161 Spring Street Bldg., Atlanta, has been moved to 504 Bona Allen Bldg. Announcement of the move was made by H. A. Bendixen, vice president and general sales manager. R. C. Rau is in charge of the Atlanta sales office.



ROCKY MT. BAKERS TOLD:

Technical Improvements Will Help Retail Bakeries Keep Up With Changing Times

DENVER—The use of mechanical equipment with a master remote control unit will speed bakery operation in the near future. Technical and scientific aid will cut the cost of operation and work toward smoother and faster bakery production. The retail bakery will maintain its place in the field with advancement of mechanical equipment to aid small plant operations. These were some of the opinions expressed during the 31st annual convention of the Rocky Mountain Bakers Assn. held in the Albany Hotel here recently.

Howard O. Hunter, president, American Institute of Baking, Chicago, and Dr. Henry Borsook, Department of Biochemistry, California Institute of Technology, Pasadena, Cal., joined forces at the recent luncheon-meeting, which opened the convention, to show how bread is "really a good food." They compared bread with other food items—meat, milk, with bread out in front with its nutritional value. During the luncheon Helen Messenger, food editor of the Denver Post, was honored for "her outstanding work in the field of nutritional education." It was the first time the award had been made to a person outside the association. Arthur Vos, Jr., Macklem Baking Co., Denver, was master of ceremonies.

Wholesale Session

The wholesale session of the convention, held in the afternoon, presided over by Richard Knight, president, featured an address by Ben Wilson, New York City, vice president in charge of production, DCA Food Industries, Inc. He stressed the need for advancement in the baking field in order that bakery products may keep pace with advancement being made by other food items. He pictured mechanical advancement in bakery products production—both in large wholesale plants and in the smaller retail bakeries of this country. More production at less cost of operation is the goal of technical and scientific study now being given the problems confronting the baking industry, he said.

The sanitation panel rounded out the afternoon's session. Peter G. Stevenson, chief of general sanitation services, Denver, spoke on the necessity of cleanliness in the bakery. "Use the 'flashlight method' of seeking out dirt," he advised—"that is, get down under and look where you haven't been in the habit of looking before. Look and find the dirt,"

he said, "and then do something about correcting the matter." Not long ago he visited a retail plant in Denver and noted that the employees in the shop were cleaning up as they finished each operation—they were not waiting until the day's work was done. "That is good," he remarked to the owner.

"State of Mind"

Franklin H. Fiske, assistant director, division of mental sanitation, department of health and hospitals, Denver, spoke on the need for creating the right state of mind among employees in order that harmony may reign in bakery plant operations. He said he read a government report to the effect that there will be 10 million new jobs created in this country within the next few years and it behooves every businessman to operate with a satisfied crew of employees, else he may lose them to other industries.

Orlen J. Wiemann, chief of the milk, food and drug section, sanitation division, state of Colorado, called attention to the fact that Colorado's 50-year-old food and drug law had been amended by the 1957 state legislature. It now conforms to the national pure food and drug act.

At a business session the following governors were elected for a term of two years: Eddie Gonzales, Sr., Miller Super Markets; Andrew Keleher, Bender's Bakery, Denver; Fred Kaeding, Mayflower Doughnut Corp., Denver; Don Fisher, Fisher Baking Co., Salt Lake City, Utah; James Holmes, Jr., Western Bakers Supply Co., Denver; R. O. Harris, Colorado Milling & Elevator Co., Denver; C. J. Downing, Old Homestead Bread Co., Denver; Gus Kesselring, Gus' Bakery, Denver; Ivan Schuster, Schuster's Bakery, Pueblo, Colo.; Gene Sneesby, Wigwam Bakery, Casper, Wyo.; Vernon Dahl, Denver Flour Mills, Denver; Harold U. Carpenter, Interstate Brokerage Co., Denver.

Hold-Overs Named

Hold-over governors are: Richard Knight, Macklem Baking Co., Denver; Sam Boscoe, Star Baking Co., Denver; Don Blanckard, Mrs. Hurd's Bakery, Denver; Charles Love, Sherman-Love Foods, Denver; Harry Liggitt, Rust Sales Co., Denver; Garland Long, Rainbo Bakeries, Inc., Pueblo, Colo.; Orrill Newcomb, Newcomb's Bakery, Denver; Joseph Kehoe, Campbell-Sell Baking Co., Denver; E. L. Montgomery, Golden Cream Donut Co., Denver; Jerry



OFFICERS REELECTED—Members of the Rocky Mountain Bakers Assn., at their annual convention, reelected these 1956 officers to serve another year. They are Richard Knight, president; Andrew Keleher, first vice president; Garland Long, second vice president, and Fred Linsenmaier, secretary-treasurer.

Groth, Red Star Yeast & Products Co., Denver; Robert Lines, Anheuser-Busch, Inc., Denver. L. D. Click, Rainbo Bread Co., Denver, was elected to fill the unexpired term of the late Fred Voss, Voss Bros. Bakeries, Denver.

Governors-at-large selected are: Tim Campbell, Sally Ann Baking Co., Grand Junction, Colo.; Charles Kendall, Marx Baking Co., Lamar, Colo.; Vic Colony, Vick's Bakery, Grand Junction, Colo.; L. J. Todhunter, L. J. Todhunter Co., Denver; Carl Eberhart, Home Bakery, Laramie, Wyo.; W. F. Edwards, Bowman Biscuit Co., Denver; Douglas Cox, Continental Paper Products Co., Denver; Larry Teeple, Standard Brands, Inc., Denver; William Vollmer, Vollmer's Bakeries, Denver; Verne Gillan, Home Bakery, Fort Collins, Colo.; Connie Allen, Gillette Bakery, Gillette, Wyo.; Charles Shaw, Sunrise Bakery, Julesburg, Colo.; Maurice Rust, Rust Sales Co., Denver; James Holmes, Sr., Western Bakers Supply Co., Denver; Harold Hurd, Mrs. Hurd's Bakeries, Denver; C. K. McCourt, Western Waxide, Denver.

Governors Meet

A meeting of the board of governors followed adjournment. The entire slate of 1956 officers was re-elected to serve during the ensuing year: Richard Knight, president; Andrew Keleher, first vice president; Garland Long, second vice president, and Fred Linsenmaier, secretary-treasurer.

Walter Warrick, Chicago, vice president, J. R. Short Milling Co., spoke on "Communications" during the convention. He stressed the need for putting all orders and directives to plant employees in words that all can understand and showing how the employees benefit by the changes in plant operations. C. J. Downing was master of ceremonies at the luncheon.

Schuchardt Speaks

Walter Schuchardt, Lake Forest Pastry Shop, St. Louis, Mo., immediate past president, Associated Retail Bakers of America, spoke at the retail session.

He said the baseball player with a batting average of .350 gets a far larger salary than players who only hit .250. He applied the idea to the retail bakers. "Those with top grade

shops are batting .350 and are getting the big salaries," he said. Thus, it behooves retail bakery owners to take stock of themselves and to see that they are doing everything possible to keep their batting averages up. This can be done by offering a variety of bakery products, the kind their customers want, baked in a sanitary shop and displayed in an attractively arranged sales room. There will always be a retail bakery, he said, but those now in operation that do not keep in step with the advancing times will fall by the way. Mr. Schuchardt brought with him a display of a wide variety of bakery goods baked in his shop. He spent an hour following adjournment answering questions about the bakery display.

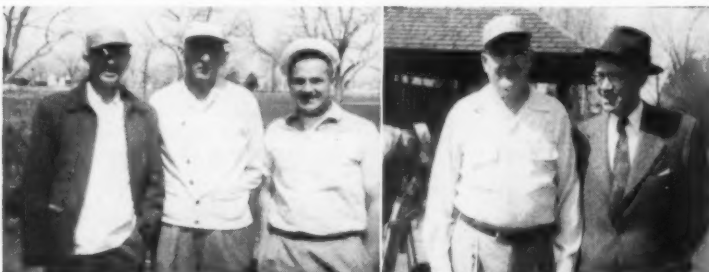
Session Chairman

Andrew Keleher was session chairman.

At a buffet dinner recently plaques were awarded past presidents, with L. J. Todhunter acting as master of ceremonies. Past presidents on hand to receive their plaques in person were: R. S. McIlvaine, Rainbo Bread Co., Denver; Fred Linsenmaier, Linsenmaier Bakery Service, Denver; W. A. Bender, Bender's Bakery, Denver; Arthur Vos, Jr., Macklem Baking Co., Denver; H. U. Carpenter, Interstate Brokerage Co., Denver; Harold Hurd, Mrs. Hurd's Bakery, Denver; Tim Campbell, Sally Ann Bakery, Grand Junction, Colo.; C. J. Downing, Old Homestead Bread Co., Denver, and J. R. Jacobson, Continental Baking Co., Denver.

Ray Thompson, Pollock Paper Co., Roswell, N.M., won the Glenn Swain Cup in the annual convention golf tournament held at Park Hill Golf Club. The cup has to be won three years to become permanent property of the winner. James Holmes, Jr., Western Bakery Supply Co., Denver, has won the cup two years and needs but one more to get permanent possession. George A. Donald, who finished second this year, has won the cup once. He is with the Crown-Zellerbach Corp., Portland, Ore. Mr. Holmes finished third this year.

The convention, with attendance running about 50-50 between bakers and allied tradesmen, came to an end with the annual dinner-dance held at the Aviation Club west of Denver.



GOVERNORS NAMED—Among business at the recent convention of the Rocky Mountain Bakers Assn. was announcement of names of hold-over governors and those elected at-large. Pictured at the left are Harry Liggitt, Rust Sales Co. (hold-over); Henry Wiese, Mary Ann Bakery, and Jerry Groth, Red Star Yeast & Products Co. (hold-over). All are from Denver. In the other picture are Verne Gillan, Home Bakery, Fort Collins, Colo., and L. J. Todhunter, the Todhunter Co., Denver. Both were elected governors-at-large.

A Remarkable Pair



STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly—a remarkable pair!

DISTRIBUTED BY

STANDARD MILLING COMPANY

GENERAL OFFICES:

1009 CENTRAL ST., KANSAS CITY 5, MO.

A FEW CHOICE TERRITORIES AVAILABLE FOR AGGRESSIVE REPRESENTATIVES



Flatter your hot dogs and hamburgers with the best buns you can buy!

Because buns are not all alike. But *ours* are homemade-good; full of flavor, firm-textured. They make *any* hamburger or hot dog taste better than ever—make you enjoy sinking your teeth in. Your guests or family will rave about hamburgers or hot

dogs made with our buns. They'll notice the difference. Since the major part of most sandwiches is bun, make the *main* part the *best* part!

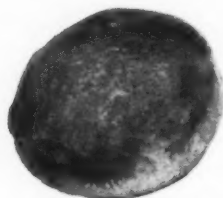
Stop in—or phone in—order from our baked-fresh-daily buns and rolls. You'll like 'em!

First in a series of newspaper ads in mat form for bakers.

More to come on other baked foods in future General Mills ads.

The mat of this consumer ad comes in 2 sizes: 3-column by 9-inch and 2-column by 6-inch. Shown here is the 3-column ad.

Hamburger Buns



00¢

Hot Dog Buns



00¢

Cloverleaf Rolls



00¢

BAKERY NAME

ADDRESS

PHONE

Talk to your General Mills salesman about your ad mats, or write to

General Mills announces:

A NEW NEWSPAPER AD MAT SERVICE TO HELP PROMOTE YOUR BAKED FOODS!

GENERAL MILLS OFFERS YOU this new newspaper mat service to help you prepare your advertisements. You know the *value* of good newspaper advertising. Now, using General Mills' new mat service, you *can* advertise with no wasted motion.

THE CONSUMER AD ILLUSTRATED on the opposite page is the first of a series. It is specifically created for bakers. Use it to feature hamburger and wiener buns and to tie in with the summertime out-of-doors eating habit and industry promotions.

THIS MAT, and all the others to follow, has been developed by the same advertising agency that for years has created food advertising for General Mills. Experts in the advertising field create ads for which *you* pay only 50¢ each! Other mats, now in preparation, will feature other tempting baked foods. Watch for future General

Mills trade paper advertisements announcing their availability.

TO USE THE MAT, just turn it over to your newspaper for printing. They will set your bakery name, address and phone number at the bottom, as well as any additional facts you might wish to incorporate in your ad. *You* pay only for the newspaper space. Mats in 2-column and 3-column size are waiting your order. For 2-column mat on hot dog and hamburger buns specify C-1944; for 3-column mat specify C-1945.

THESE NEWSPAPER MATS are a service to bakers from General Mills, suppliers of a complete line of oven-tested flours, production aids, formulas and merchandising services.

..... **BAKERY SALES SERVICE**

MINNEAPOLIS 1, MINNESOTA



DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 34 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When bread pans are spaced too close together the loaves usually have very pale sides.

2. "Straight" flour is a term used to denote all of the white flour that can be milled from the wheat berry

during the milling process.

3. Simple syrup may be used to replace invert syrup in a cake batter, and identical results will be obtained.

4. It is not possible to make good angel food cakes using dried egg whites.

5. Bread made from a stiff sponge will stale faster than bread made from a soft sponge.

6. When frying fat has been overheated and smokes, the smoking can be eliminated by adding some fresh shortening to it.

7. Sweetened, condensed milk does not sour as readily as evaporated milk.

8. The addition of about 4 oz. of warm water to thawed frozen yolks per quart, used for sponge cakes, will improve the beating quality.

9. In raisin pound cake batter of the proper consistency, the raisins will never sink to the bottom during the baking of the cakes.

10. When cake batters are refrigerated for longer than 24 hours, it is well to add a small amount of baking powder and powdered sugar before scaling into layers.

11. From 3 to 4% gelatine, based on the total batch weight, should be used in making marshmallow.

12. The crumb color of angel food cakes will be improved by replacing the cream of tartar, or its substitute, with soda in the formula.

13. Short paste cookie doughs are sometimes known as 1-2-3 doughs.

14. When brown sugar hardens, about the only place where it can be used is in making boiled icings or fillings and toppings.

15. To prevent icings containing fruit from turning sour the fruit used should be mixed in powdered sugar or a sugar syrup solution for about 24 hours before being used.

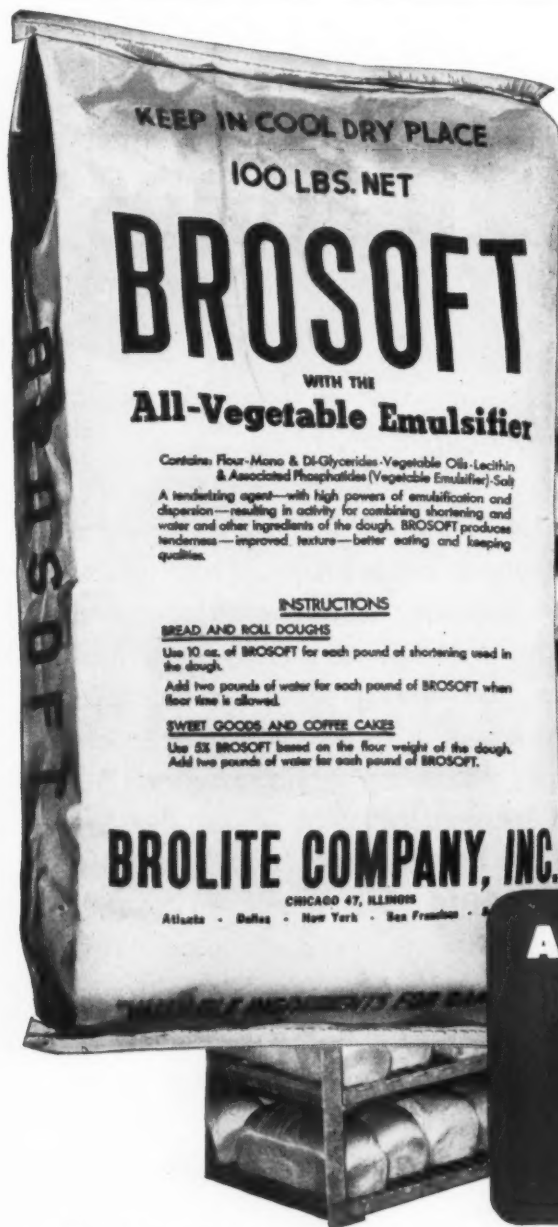
16. After baking, macaroons should be allowed to cool on the pans before removing them from the paper on which they are baked.

17. Shells for custard, pumpkin and other oven-filled pies should be made a day in advance and allowed to dry before filling to decrease soakage.

18. In making cookies, when part of the flour is replaced, with macaroon coconut the cookies will spread more evenly though the dough is about the same consistency.

19. Hard rolls require very little steam in the oven during baking.

20. The main reason millers soak wheat before grinding is so that the resulting flour will contain more moisture.



ANOTHER VALUABLE
BROLITE

Ingredient

Brossoft is a tenderizing agent—a proved ingredient in convenient dry form. Easy to handle, it requires no changes in shop procedures.

Brossoft produces tenderness of crumb and crust. Improves texture. Results in better eating and keeping qualities—easier machining and make up.

Smoother slicing, too, with no gumminess. . . . Many of America's best selling loaves are now made with Brossoft.

**THE BROLITE
COMPANY, INC.**

2542 ELSTON AVENUE, CHICAGO 47, ILL.

621 Minna St.,
San Francisco 1, Calif.

2921 So. Haskell Ave.,
Dallas 23, Texas

518 First Ave.,
North Seattle 9, Wash.

686 Greenwood Ave., N.E.,
Atlanta 6, Ga.

225 Fourth Ave.,
New York 3, N.Y.

Brolite's trained Bakery Technicians are at your service!



COMPLETE COURSE — Norman Burth, of Maspeth, N.Y.; William B. Kelley, Jr., Gastonia, N.C., and Richard D. O'Brien, Minonk, Ill., have completed their college course in baking science and management at Florida State University. They were awarded bachelor of science degrees.

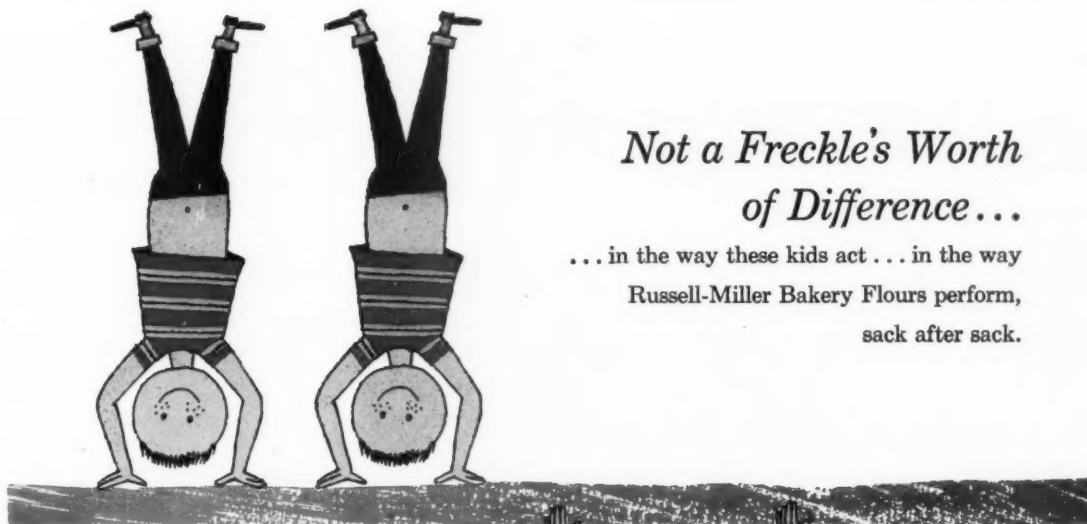
ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

**KNAPPEN MILLING
COMPANY**

Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH. PHONE 320



Not a Freckle's Worth of Difference...

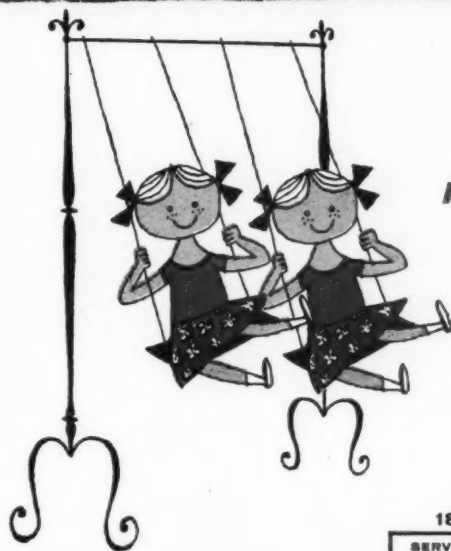
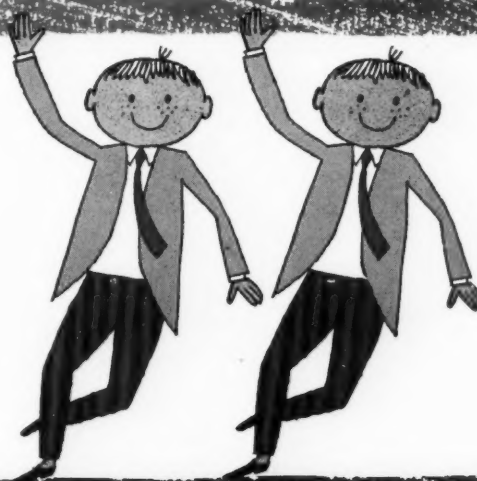
... in the way these kids act ... in the way

Russell-Miller Bakery Flours perform,
sack after sack.

That's why you can count on
Russell-Miller high quality Bakery
Flours for the *same* results ...
the *best* results ... *everytime*!

Another word for it is ...

Uniformity



RUSSELL-MILLER Bakery Flours

Minneapolis 15, Minnesota

Millers of superb Bakery Flours including
OCCIDENT, PRODUCER, SWEET LOAF, SWEET LOAF
SPECIAL, EACO, SUNBURST, GOLD HEART,
KYROL, OCCIDENT 100% WHOLE WHEAT,
POWERFUL, BALTIC, AMERICAN BEAUTY SPECIAL,
AMERICAN BEAUTY CAKE, ROYAL PATENT
and WHITE SPRAY.

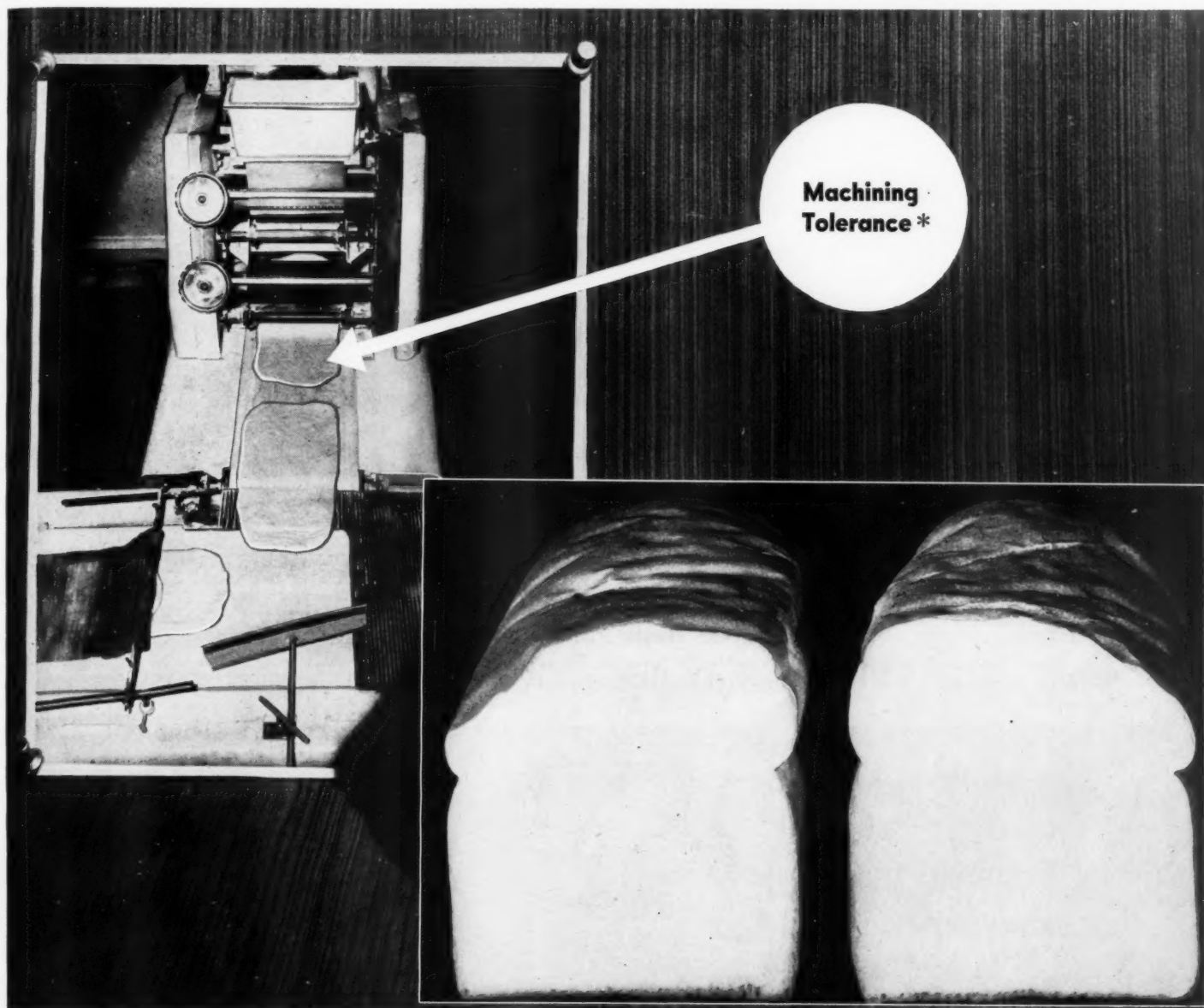


Good Bread is the product of perfect fermentation



ANHEUSER-BUSCH, INC.
Bakery Products Division, St. Louis

Good Flour = Pliable Doughs Pliable Doughs = Good Sheetting
Good Sheetting = Good Texture Good Texture = Increased Sales



ACTUAL PHOTOGRAPHS

Bay State Flours

UNSURPASSED IN UNIFORMITY, TOLERANCE

Bakers using 100% BAY STATE Flours are producing the finest quality bread
in their respective markets

* Before placing your next flour order, get the BAY STATE story!

—EXCLUSIVELY FOR BAKERS—

Bay State MILLING COMPANY

GENERAL OFFICES: WINONA, MINNESOTA

LEAVENWORTH, KANSAS

A versatile family to package your flour



Multiwall Paper Bags . . .

rough outer sheets, for non-skid stacking, easier handling; smooth inner sheets for efficient dumping.



Consumer-size Paper Bags . . .

beautifully printed, squared-up shelf packages that build *impulse buying*.



Bemilin® Dress-Print Cotton Bags . . .

5- to 100-lbs., in demand by consumers for household uses.



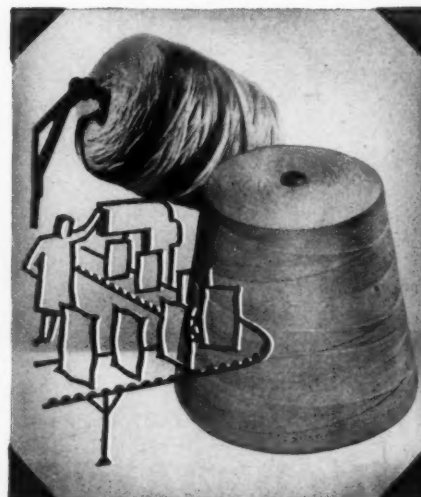
Angus® Burlap Bags . . .

sturdy, light in color, fine finish—for export shipment.



Osnaburg and Sheeting Cotton Bags . . .

popular, too, for export, because of their re-use value in other countries.



Bemis Special® Thread and Mainstay® Twine . . .

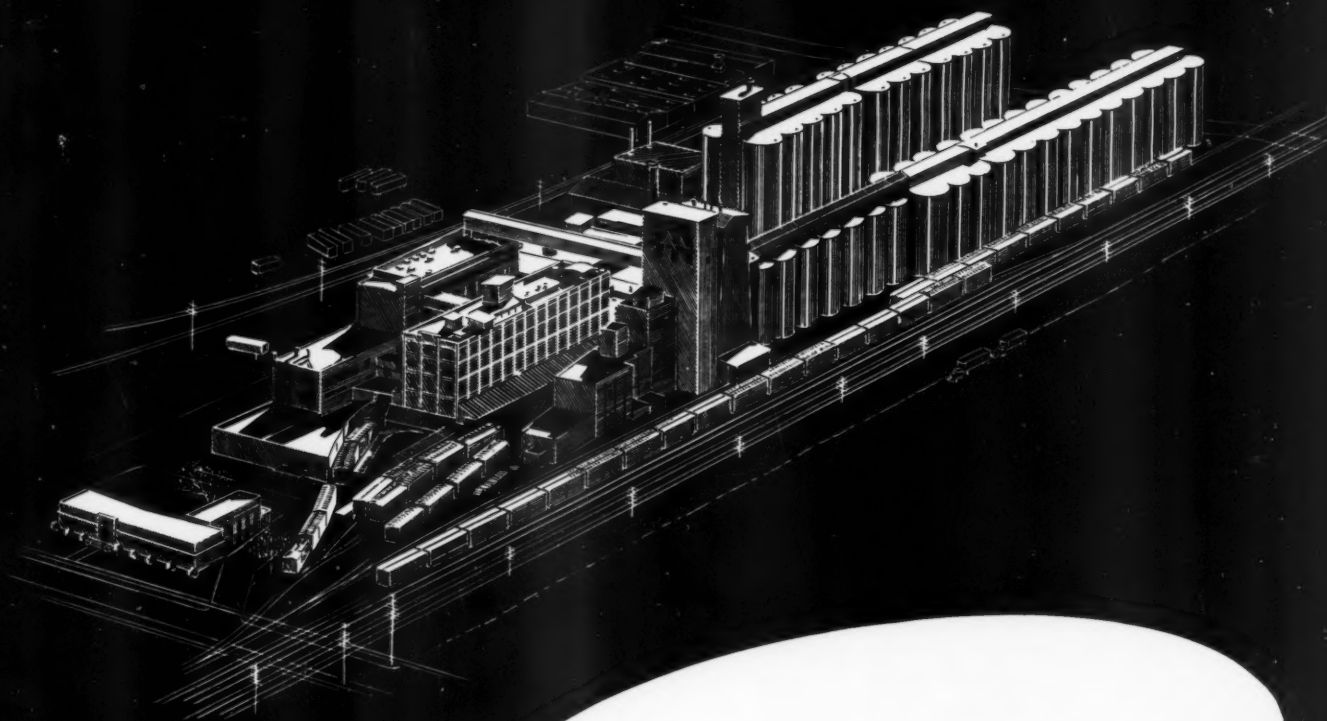
for bag-closing. Economical because of their quality.

And, backing up this versatile family, are Bemis' unparalleled production, service and sales facilities.



Bemis

General Offices—St. Louis 2, Mo.
Sales Offices in Principal Cities



*Through these mills
flows America's
choicest wheat*

SILK FLOSS
GOLDEN SEAL
SANTA-FE TRAIL

FLOURS OF CHARACTER

Your Bakery Deserves the Best!

THE KANSAS MILLING COMPANY
WICHITA • KANSAS

Mills at Wichita and Moundridge, Kansas — Marion, Ohio
CAPACITY: 12,000 CWTs • STORAGE: 4,500,000 BUSHELs



“MR. PILLSBURY” ...AT YOUR SERVICE!

The Pillsbury bakery salesman funnels
valuable information from many specialized
departments to bakers everywhere



Procurement question? Count on your Pillsbury salesman to advise you wisely on when to buy and how long to book for. He's backed by Pillsbury's Business Analysis Department—specialists who constantly analyze data from all parts of the country to keep abreast of trends. This data includes information on crops, industry conditions and price fluctuations. These business specialists keep your “Mr. Pillsbury” fully informed at all times.



"New Crop" trouble? Talk to the Pillsbury salesman. He'll demonstrate how Pillsbury's constant testing, careful wheat blending and special crop transition program have eliminated new year variations in many bakers' production. He's confident . . . because Pillsbury Quality Control backs him all the way.

Want new sales, product ideas? Other specialists behind the Pillsbury salesman develop and test new products for bakers, design colorful sales aids, come up with new promotional events. Count on the salesman, too, for help in tailoring the promotion to your bakery. It's all part of the complete service every Pillsbury salesman offers to help bakers sell more . . . and sell profitably. Truly "Mr. Pillsbury" is constantly at your service.



Production problem? The baker can ask the salesman (his own "Mr. Pillsbury") for help from a technical serviceman. These baking specialists are constantly visiting bakeries across the U.S., helping solve problems, observing new trends.



Too much work, too few hands? Maybe a bakery mix is the answer. The Pillsbury salesman has an interesting story on how production problems can be eased through use of mixes. Pillsbury produces a complete line of precision-blended mixes at Springfield—in one of the most modern plants of its kind in the world.



...Your partner in building sales
Pillsbury Mills, Inc., Minneapolis 2, Minnesota

IT'S THE PLUS VALUE THAT COUNTS!

YOUR NEAREST DOMESTIC
LYKES OFFICE
PLUS

372 LYKES
OVERSEAS AGENTS

These LYKES representatives are in addition to its own traffic and supervisory staff overseas. They're part of a world-wide organization providing the fast, efficient shipping you need. 156 overseas ports are served by the frequent, regularly scheduled sailings of 54 modern cargo liners—

LARGEST AMERICAN FLAG FLEET
SAILING BETWEEN

U.S. GULF PORTS
AND THE WORLD

LYKES & TRADE ROUTES

U. K. LINE AFRICA LINE
CONTINENT LINE ORIENT LINE
MEDITERRANEAN LINE CARIBBEAN LINE

For experienced, precision handling of
FLOUR
Specify "VIA GULF PORTS and LYKES!"

Modern Passenger Accommodations



LYKES LINES
Lykes Bros. Steamship Co., Inc.
General Offices: NEW ORLEANS,
HOUSTON, GALVESTON, NEW YORK,
Beaumont, Brownsville, Chicago, Corpus
Christi, Dallas, Kansas City, Lake
Charles, Memphis, Mobile, Port Arthur,
St. Louis, Tampa, Washington, D. C.
OFFICES AND AGENTS IN PRINCIPAL
WORLD PORTS.



Mark B. Kroh

William Dudley

NEW MANAGERS—Two new service managers have been appointed by Union Machinery Co., an expansion of the company's sales and service organization, according to John E. Morrill, president. Union Machinery is a subsidiary of American Machine & Foundry Co.

William Dudley has been appointed service manager at Union Machinery's plant at Richmond, Va. Mark B. Kroh has been named to the same position at the firm's plant in Glen Rock, Pa.

Mr. Dudley joined Union Machinery in 1930 as a machine assembler. After working in the plant four years, he was transferred to the service department, and since that time has installed and serviced Union equipment in many of the country's leading bakeries.

Mr. Kroh started with Union Machinery in 1937 as a machine assembler, and in 1947 was named manager of the service department at Glen Rock.

The firm officially opened its new plant in Richmond a few weeks ago.

West Virginia Bakers Outing July 28-31

CHARLESTON, W.VA.—The 19th annual convention of the West Virginia Bakers Assn. will be held at the Greenbrier, White Sulphur Springs, W.Va., July 28-31.

The convention will include a business meeting for member bakers at 9 p.m. Sunday, July 28, golf for both men and women, the president's reception, a wide variety of other entertainment and activities, and a talk by E. J. Sperry, Sperry Industrial Publications, Inc. Mr. Sperry will address members of the association following the baker-allied business meeting at 10 a.m. Tuesday, July 30.

The opening day's activities will include an election of officers following the member bakers' business meeting in the West Virginia room at 9 p.m.

Monday, July 29, will be highlighted by the men's golf tournament at 8:30 a.m., a ladies' putting tourney at 2:30 p.m., and the West Virginia hour at 6 p.m. The latter event will include the president's reception, a cocktail party and dancing. Mr. and Mrs. J. W. Wallace, Mr. and Mrs. Albert Spelsberg, Mr. and Mrs. Harry Fretwell and Mr. and Mrs. Ed Johnson will be receiving at the West Virginia hour.

Other highlights Monday will be "visiting night" at the Old White

"NO, THANKS, I'LL EAT IT HERE"

BIRMINGHAM, ALA.—One recent holiday shopper who was told by postal employees that he would have to pay \$6 postage fees and that he would be required to fill in several written forms solved his problem an easier way.

"Guess it isn't worth all that," said the man. So he cut the cake on the spot and shared it with postoffice personnel.


The cake was originally intended for mailing to Venezuela.

Club and the regular Greenbrier Hotel bingo night.

Tuesday will be given over to the baker-allied business meeting, Mr. Sperry's speech, a bridge party at 2:30 p.m. and a cabaret party in the Greenbrier auditorium at 9 p.m. The party will feature a welcome by James Wallace, president, and will be topped off with awarding of golf prizes. There will be a table for children. The evening will be concluded with dancing.

Planning for the convention is being done by Harry Fretwell, chairman of the golf committee, assisted by Howard Haman, Harvey Woelker, Dave Hampton, Ralph Lacy and Carlyle Cole. Mrs. J. W. Wallace, Mrs. R. D. Isner, Jr., Mrs. R. R. Stuart, Jr., and Mrs. Ed Johnson comprise the ladies social committee.

Guy N. Belcher, L. D. Feuchtenberger and Earl Heiner comprise the election committee.



Country-Milled from Country-Itan Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
• McPHERSON, KANSAS •



DIAMOND JUBILEE CAKE—A replica of downtown Seattle, in cake, was baked by Van de Kamp Bakeries recently and presented to the Seattle Chamber of Commerce on the occasion of the chamber's Diamond Jubilee celebration. The cake was eight feet square at the base and, in some places, reached a height of four feet. It was presented by Arthur H. Van de Kamp, vice president and general manager, at the left above, to Joseph E. Gandy, president of the Seattle Chamber of Commerce, with knife, and Elizabeth Barnett, at Mr. Gandy's left.

SPRING WHEAT FLOURS

RED WING SPECIAL
BIXOTA

CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 82 Beaver Street, NEW YORK CITY



flours

**SPRING &
HARD
WINTER WHEAT
FLOURS**

**SOFT WHEAT
FLOURS**
for cakes, cookies,
crackers

RYE FLOURS

**WHOLE WHEAT
FLOURS**

Individually milled

for

superior performance!

ECKHART
Milling Company

1300 CARROLL AVE. CHICAGO 7, ILL.
Sole Representatives: Practical Baker

ANSWERS TO "DO YOU KNOW?"

Questions on Page 24

1. True. Bread pans should be spaced at least three-quarters of an inch apart at the top for best results.

2. True. This will usually represent about 72 to 76% of the wheat berry.

3. False. Simple syrup is usually a mixture of sugar and water that has been brought to a boil. (2 lb.

sugar plus 1 lb. water). This boiled sugar has not been inverted by an acid as has true invert syrup. Invert syrup is hygroscopic. The cakes made with simple syrup will dry faster than those made with invert syrup.

4. False. Excellent angel food cakes are being made by using dried egg whites. The results obtained depend upon the quality and process used in the manufacture of dried whites.

5. False. Experimental work on this problem showed that there was little or no difference in the staling of the bread.

6. False. There is nothing that can be done to eliminate smoking of the burnt fat. The flavor of the fat has been damaged, and if it is used, the fried products will have an inferior flavor.

7. True. Sweetened, condensed milk contains about 40% sugar. The sugar is used to preserve its keeping quality and to inhibit the bacterial action which causes sourness.

8. True. Thawed, frozen yolks are inclined to be gummy. The addition of the warm water reduces this gumminess, resulting in improvement of the beating quality.

9. False. The raisins may sink to

the bottom due to over-creaming. The batter may contain too much leavening or, due to a low egg content, may lack body. The flour used may also be weak.

10. True. It is recommended that the refrigerated mix be allowed to attain room temperature. Then add $\frac{1}{4}$ oz. baking powder and 4 oz. powdered sugar to each 10 lb. of batter. These ingredients should be mixed with about 8 oz. cake batter and then added to the balance of the 10 lb. This procedure will help to eliminate peaking and shrinkage.

11. False. As a rule, the amount of gelatine used in making marshmallow runs from 1.9 to 2.1%.

12. The crumb color will be harmed. Instead of being white it will be a creamy, light brown color. The cakes will also fall during baking, making them unsalable.

13. True. This is because they usually consist of 1 lb. sugar, 2 lb. butter and 3 lb. flour. Enough eggs are used to make a dough, generally about 4 or 5.

14. False. The brown sugar can be softened by placing it in a container and covering with a damp cloth before placing a cover on it. A large sponge soaked in water and placed in a small pan and then placed on top of the hard sugar before placing on the cover will also soften it. It can then be used whenever a formula is called for.

15. True. The fruit will absorb the sugar, or syrup solution, which in turn acts as a preservative. It should be drained before being added to the icing, otherwise the icing may be thinned too much. When only powdered sugar is used, it is best to use about two times as much sugar as fruit.

16. False. If allowed to cool on the pans, they will dry faster, as the pans retain the heat for quite a while. Macaroons are usually baked in double pans so that the bottoms will stay soft.

17. True. It has also been found that if the shells are washed with egg whites and allowed to dry for an hour or so, soakage will be somewhat decreased. However, this procedure requires more labor.

18. True. There is little difference in the absorption of macaroon coconut and cookie flour. However, when moisture is mixed with flour, gluten is developed which causes a binding action. There is no gluten development when using coconut. Coconut is also quite high in fat.

19. False. They require a great deal of steam in the oven. When the rolls are placed in the oven containing steam, they become covered with condensed moisture. This moisture causes the dough surface to gelatinize, allowing the rolls to stretch and expand. Stretching produces a thin crust. With very little steam, the rolls will have a thick crust of an entirely different character.

20. False. The object in soaking is to soften the bran coating so that, instead of breaking into small flakes, it can be peeled off. The small flakes are difficult to remove from the flour.



Wytase makes bread
with increased shelf life
....keeps fresh longer
....tender texture
....full bodied flavor

FLAVORFUL WHITE BREAD

made with

Wytase
REG. U.S. PAT. OFF.
DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening and conditioning the dough.

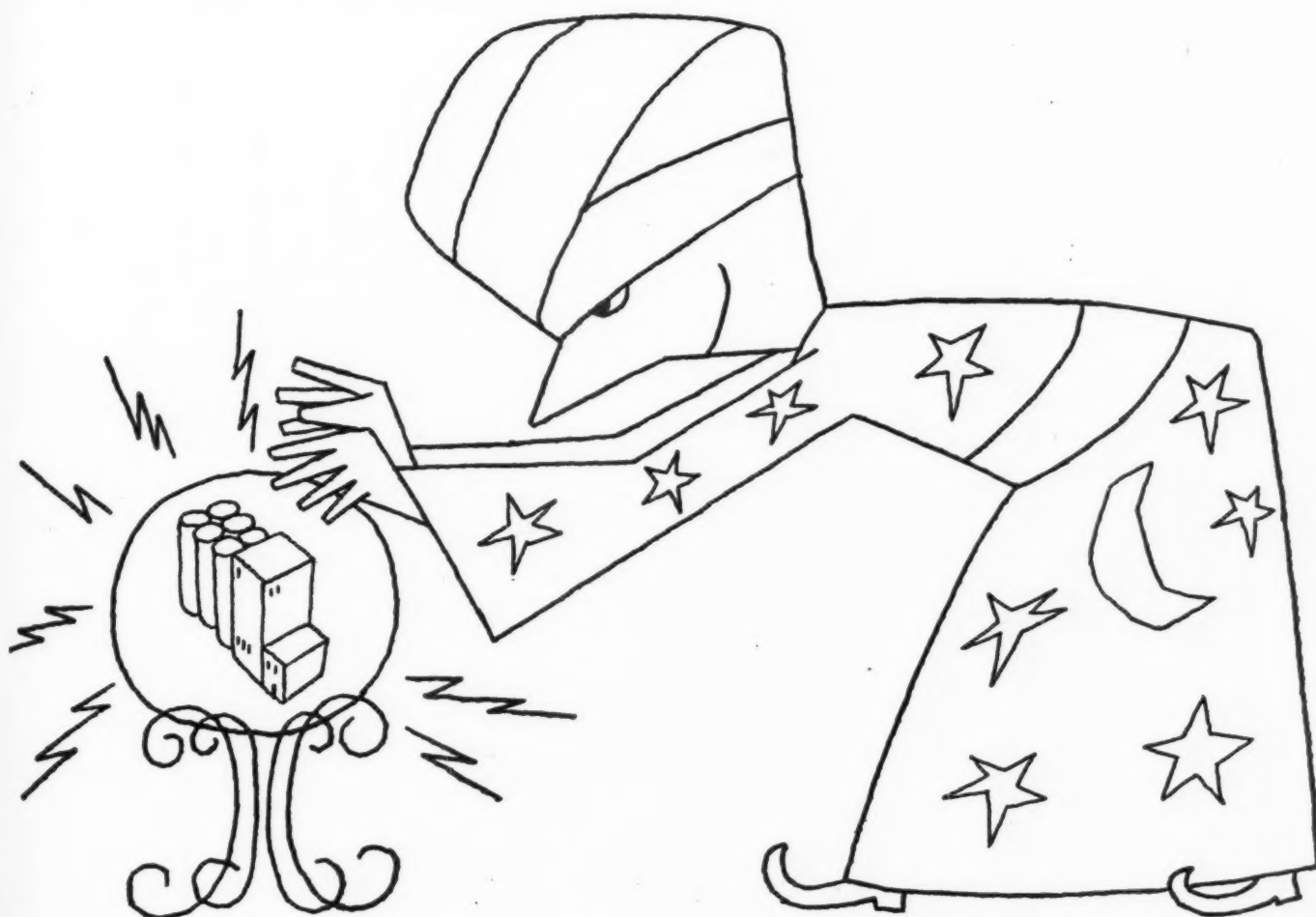
J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY

CORN MEAL

BY NAPPANEE MILLING CO.
NAPPANEE, IND.

The forward look



Did you foresee bulk handling back in '41? Neither did we. We built our big storage plant that year for other reasons—more accurate milling, aeration, proper aging.

But how beautifully those bins work out for bulk delivery—as well as bag delivery! We simply take test samples as flour flows to the bins. While it's there we have plenty of time to make thorough tests.

Get the point? Tested not *during* loading, not *after* loading, but *before*. We think it's the only safe way and the only sure way to guarantee uniformity.

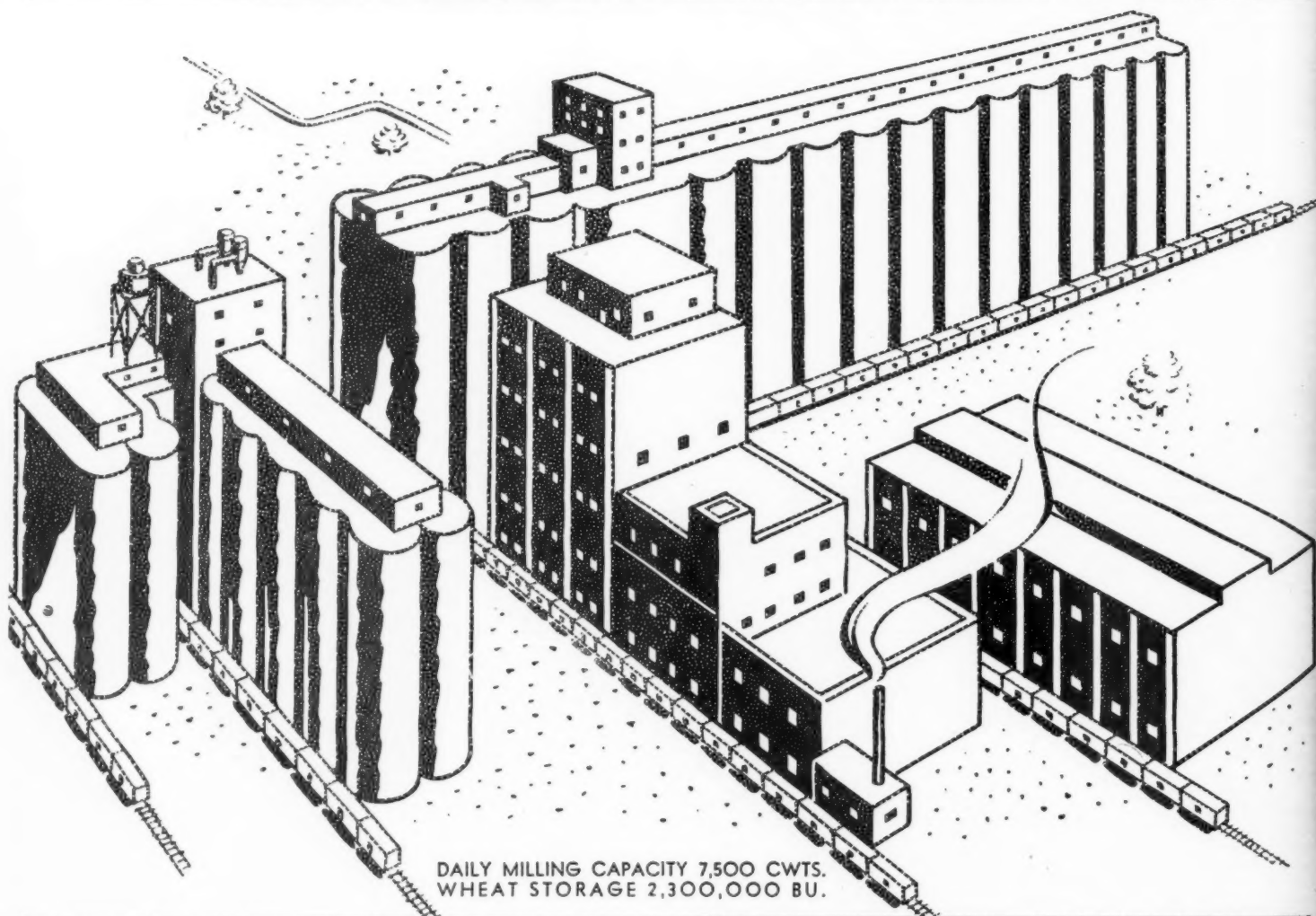
Don't take less than you can get from Atkinson.

Everybody talks uniformity...**ATKINSON** delivers it



ATKINSON FLOUR FOR BAKERS ONLY...MINNEAPOLIS

"If its **I-H** *milled its* good flour *"*



DAILY MILLING CAPACITY 7,500 CWTs.
WHEAT STORAGE 2,300,000 BU.

The **I-H**

ISMERT-HINCKE *Milling Company*

KANSAS CITY, MISSOURI

I-H offers the highest quality attainable in bread flours . . . a quality that means production savings in good bread yields and fewer schedule upsets. I-H can help make your loaf the best in your market.

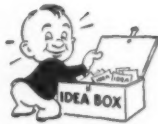
Peak Performance backed by Superior Service

PIKES PEAK BAKERY FLOURS

THE COLORADO MILLING & ELEVATOR CO. General Office: Denver, Colorado

DEER RIDGE, ROCKY MOUNTAIN NATIONAL PARK,
COLORADO

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4013—Sugar Trailer

A new trailer specially built for transporting pulverized and granular bulk materials such as sugar will permit many "bag handling" processors and manufacturers to switch to bulk handling, according to an announcement by the Fuller Co. The trailer is designed and engineered to load, haul



and unload such materials as sugar, malt and grain. Equipped with pneumatic handling equipment and accessory devices, and an engine to power this equipment, the new bulk transport may be loaded pneumatically

from a bulk railroad car at a team track. Hatches on the top of the trailer also permit loading by gravity from overhead bins. Unloading is accomplished pneumatically, with the bulk product being blown directly into the customer's storage bin. The trailer has a payload space of 600 cu. ft. (15 tons of sugar), which is provided by three stainless steel tanks. Bulk material funnels from each tank into a common underslung transport line. It is pneumatically conveyed through stainless steel pipe and into a conveying line in the user's plant. Material may be lifted to storage bins located as high as 150 feet above the street unloading level. The trailer is 33 ft. long, 8 ft. wide, and 12 ft. high. It weighs 20,650 lb. empty. For additional information check No. 4013 on the coupon and mail it to this publication.

No. 4018—Food Antioxidant

A new bulletin entitled "Koppers BHT Antioxidant" has been issued by the chemical division of Koppers Co., Inc. The bulletin describes the advantages of employing butylated hy-

droxy toluene as an antioxidant for the storage stability and vitamin retention of human foods that are subject to oxidation. A copy of the 16-page, 2-color brochure which contains latest test data, is available. Check No. 4018 on the coupon and mail it to this publication.

No. 4014—Hydraulic Drum Lift

Announcement is made by Sterling, Fleischman Co. of the availability of its new model BM 3 "High Boy" Sterling hydraulic drum lift. It was developed to meet the need for lifting drums and containers to higher levels than accomplished by the standard model BM 2 Sterling drum lift. The



"High Boy" will lift to a maximum height of better than 72 in. for greater ease in pouring contents of containers and drums into mixing vats, tanks, etc. Secure complete details by checking No. 4014 on the coupon and mailing it.

No. 4015—Sampling Method

A sampling method to obtain representative samples of flour or other material being moved by air has been announced by the Atkinson Bulk Transport Co. The device is easily attached to the conveying pipe or tube. The sample is taken by opening a valve which directs the material



from the flowing line into the sample container. A 2 lb. sample is secured in about one minute, while about 1,000 lb. of product moves through the line. More representative samples of the lot being conveyed can be taken at intervals during the moving time. Secure complete details by checking No. 4015 on the coupon and mailing it.

No. 4016—Bulk Food Handling

A new idea in bulk food handling—Vimco series "V" refrigerators—has been developed after two years of research and experimentation by the Victory Metal Manufacturing Corp. This new method in bulk unit loading, and unloading and handling of foods, centers around a mobile full length food file rack that can be placed in or taken out of the refrigerators with ease by a specially designed cart. The mobile unit will hold as many as 126 pans 12 by 20 by 2-in. deep and will also take all other pans—full or fractional sizes. Secure full details by checking No. 4016 on the coupon and mailing it.

No. 4017—Pie Plate Manual

An eight-page illustrated manual devoted exclusively to pie plates and patty pans has been made available to the bakery trade by the Ekco Engineering Co. Designed as a handy and permanent reference guide, the catalog lists the complete line of the several hundred different stock and special size pie plates made by Ekco. Full dimensions and complete tech-



nical data are supplied as well as complete instructions for measuring and ordering both patty pans and pie plates. The manual is available without cost. Check No. 4017 on the coupon and mail it to this publication.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3947—Revolving display unit, Vue-More Corp.

No. 3948—Repair of food handling equipment, American Solder & Flux Co.

No. 3949—Sterile conditioning system for liquid sugar tanks, D. William Fuller Co.

No. 3950—Packaging booklet, Hinde & Dauch.

No. 3951—Icing product, S. Gumpert Co., Inc.

No. 3952—Price information and details of route selling book, Mycroft Press.

No. 3953—Band edge sharpener, Gopher Grinders, Inc.

No. 3954—Fruit pie filling formulas, Corn Products Sales Co.

No. 3955—Floor polisher and scrubber, Advance Floor Machine Co.

No. 3956—Fruit pie filling thickener, National Starch Products, Inc.

No. 3957—Sheeter-moulder, Moline, Inc.

No. 3958—Flavor periodical, Magnus, Mabey and Reynard, Inc.

No. 3959—Dispensing pump for 15-65 gal. drums, Multi-Meter Corp.

No. 3960—Plant cleaning device, Oakite Products, Inc.

Send me information on the items marked:

- ☐ No. 4013—Sugar Trailer
- ☐ No. 4014—Hydraulic Drum Lift
- ☐ No. 4015—Sampling Method
- ☐ No. 4016—Bulk Food Handling
- ☐ No. 4017—Pie Plate Manual
- ☐ No. 4018—Food Antioxidant

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 349,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

No. 3961—Steel belt conveyors, Sandvik Steel, Inc.

No. 3962—Bulk car brush, Fuller Brush Co.

No. 3964—Border-printed display doily, Harvey Paper Products Co.

No. 3965—Rack-type automatic proof box, Read Standard Corp.

No. 3966—Bakery sanitation booklet, Oakite Products, Inc.

No. 3967—Two film-grade polyethylene resins, Bakelite Co., division of Union Carbide & Carbon Corp.

No. 3968—Technical manual on bread wrapping, Waxed Paper Merchandising Council.

No. 3970—Finger tip bowl control, Triumph Manufacturing Co.

No. 3971—Bag opening and loading machine, Errich International Corp.

No. 3972—Food plant insecticide, Hoge Co., Inc.

No. 3973—Shortening product, Anderson, Clayton & Co.

No. 3974—Diet booklet, Sugar Information, Inc.

No. 3975—Bread slicing handbook, Gopher Grinders, Inc.

No. 3976—Bag closure labels, Kwik Lok Corp.

No. 3977—Liquid sugars, Refined Syrups & Sugars, Inc.

No. 3978—Six design suggestions for Easter cake decorations, Westco Products.

No. 3979—Dried torula yeast, Red Star Yeast & Products Co.

No. 3980—Flour dump-sifter for bagged flour, Read Standard Division, Capitol Products Corp.

No. 3981—Electric street truck, Cleveland Vehicle Co.

No. 3982—Roll moulder panner, Read Standard Division, Capitol Products Corp.

No. 3983—Refrigeration, Foster Refrigerator Corp.

No. 3984—Production freezers, Refrigeration Corporation of America.

No. 3985—Aluminum foil wrap, Shellmar-Betner Flexible Packaging Division, Continental Can Co.

No. 3986—Bread wrapper, Nashua Corp.

No. 3987—Food grade antioxidant, Eastman Chemical Products, Inc.

No. 3988—Circular on pH meter, Photovolt Corp.

No. 4001—Booklet on "Sweetose" in corn syrup in bread, rolls and buns, A. E. Staley Manufacturing Co.

No. 4002—Vibrators for industrial applications, Martin Engineering Co.

No. 4003—Fungicidal paint, Charles Bowman & Co.

No. 4004—Cleaner attachment for band slicing machines, Gopher Grinders, Inc.

No. 4005—Doughnut fryer, J. C. Pitman & Sons, Inc.

No. 4006—Cheese cake formula book, Edward M. Voorhees.

No. 4007—All-metal coolers, Nor-Lake, Inc.

No. 4008—Brochure on freezers, Foster Refrigerator Co.

No. 4009—Bulk transport bulletin, Fuller Co.

No. 4010—Butter formulas, H. C. Brill Co., Inc.

No. 4011—Job evaluation booklet, Business Research Corp.

No. 4012—Booklet on yeast, Quartermaster Food & Container Institute.

No. 4056—Bulk flour weigher, Toledo Scale Co.

No. 5508—Embezzlement controls, Fidelity & Deposit Co.

No. 5527—Vacuum cleaner, Burrows Equipment Co.

No. 6505—Emergency light unit, General Scientific Equipment Co.

No. 5519—Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

NEW WALNUT SHELLER

CHICO, CAL. — The Continental Nut Co. recently announced to its brokers and customers that it has put in operation a new shelling unit for walnuts that should more than double the capacity of the old shelling equipment which it replaces. At the same time, Continental announced plans for an expanded advertising program for its Blue Ribbon brand black walnut kernels, shelled almonds and shelled English walnuts. The campaign is designed to reach every class of trade at seasonal peaks and is to run for a full year.

CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."

KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX

DCA FOOD INDUSTRIES Inc.
45 WEST 36th STREET, NEW YORK CITY

To bake the best . . .
buy the best!

Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

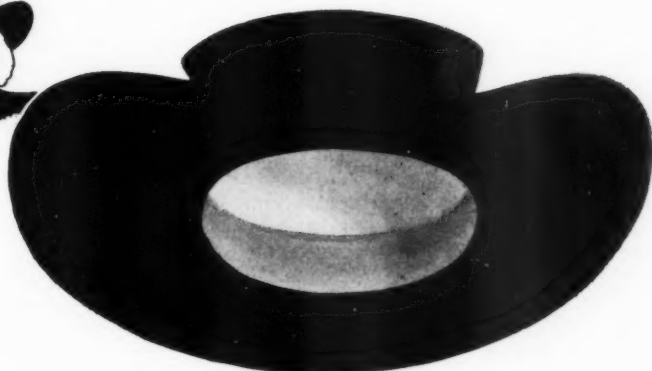
SAPPHIRE JUDITH GOLD CROSS DAKOTANA CANADA

Flour for bread of distinctive flavor and texture

* bagged or bulk

MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONTANA



**KEEP THIS
UNDER YOUR HAT:**

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

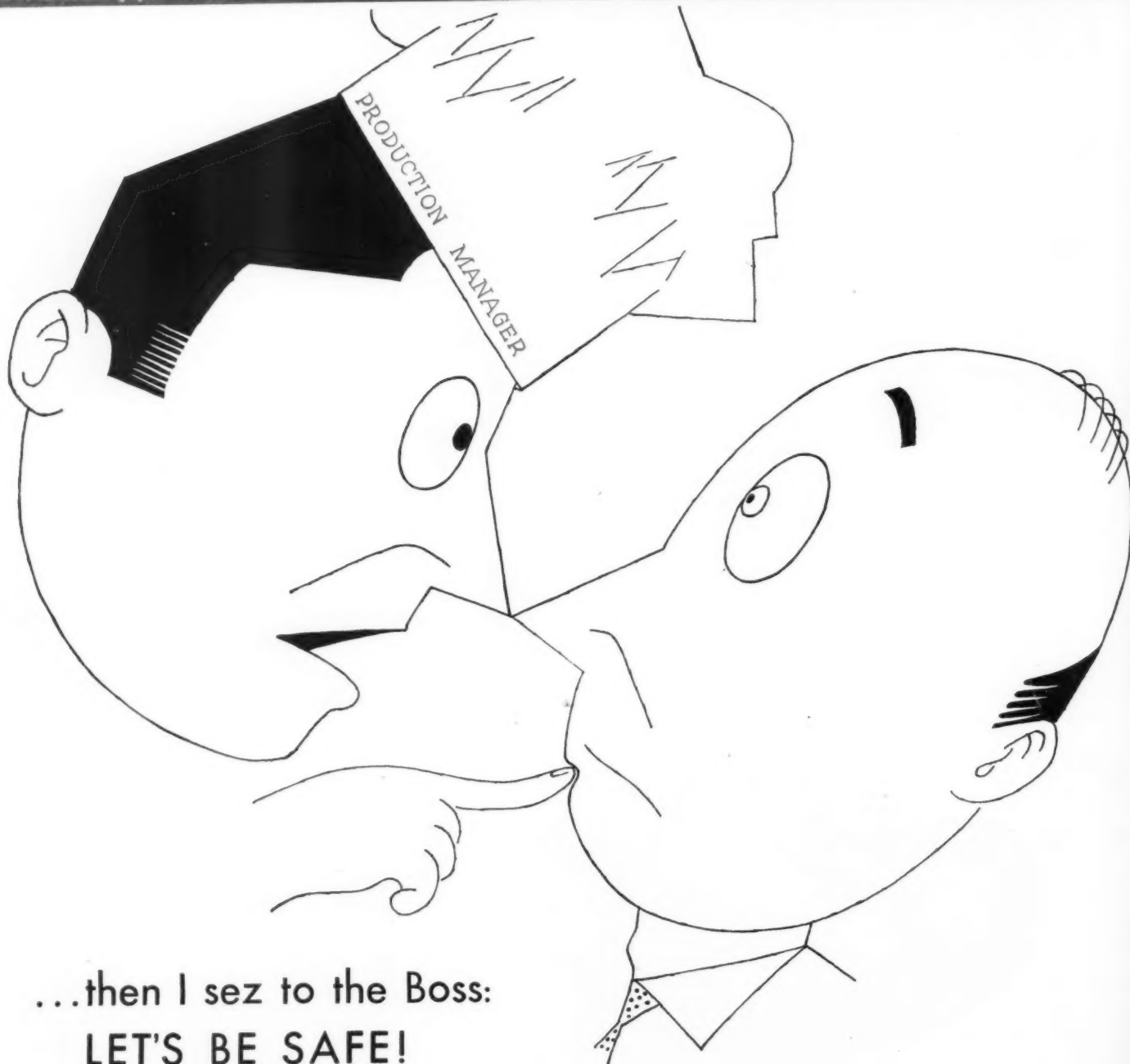
Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**



...then I sez to the Boss:
LET'S BE SAFE!

You can shop for those "bargains" if you want to ...
but, *FIRST* — buy at least 50%*

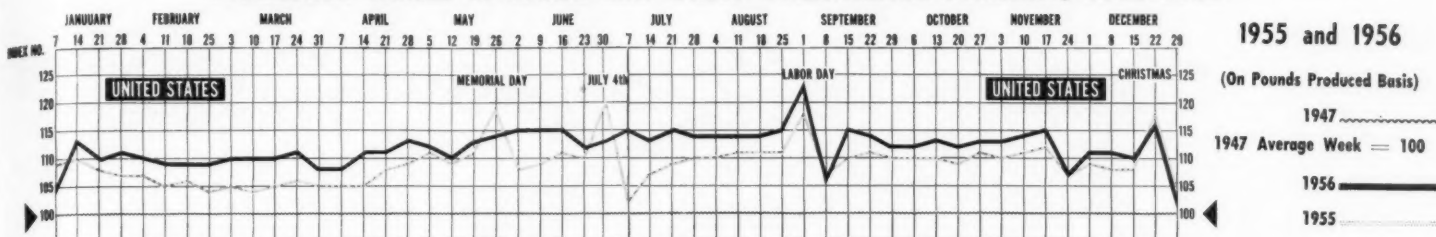
DRINKWATER FLOUR

In the shirtsleeves end of the baking business, you learn fast that quality ingredients make quality products. And cost less in the end!

MORTEN MILLING CO., DALLAS, TEXAS

**P.S. ...and 100% is better if you want to make the best loaf in town!*

Production Trends of Bread and Other Yeast-Raised Products, 1955-1956



American Bakers Assn. Notes Bread Consumption Gain

CHICAGO — Indication of another slight gain in per capita consumption of bread and other yeast raised products is contained in the summary of 1956 production trends recently released by the American Bakers Assn.

The tonnage chart for the full year 1956 showed an increase of 2.6% over the production in 1955. This percentage of increase in bread tonnage compares with a population increase estimated at 1.8%.

The volume figures are reported to ABA each week and comparisons are made from week to week with the previous year and with a base year. Current 1957 reports are based on the year 1954. Tonnage reported averages above 60 million pounds weekly, estimated at close to 25% of total national production of bread and other yeast raised products.

Southern and western reporting bakeries continued to show greatest percentage gains, the indices for these areas ranging from 116 to 143 based on 1947 as 100. Bakeries in the central section held from 1% to 10% above 1947.

Bakeries in the East throughout the year reported tonnage below the 1947 level but it is notable that since Jan. 1, 1957 the index for the eastern bakeries has been from 101 to 107 on the new 1954 base, the ABA points out.

In a letter accompanying the volume report sent to ABA members, E. E. Kelley, Jr., president, asked for additional members to participate in the weekly volume report, to broaden still further the index.

The trend of production of bread and other yeast-raised products on a pounds-produced basis for the U.S. in 1955 and 1956 is shown above, based on statistics gathered by the American Bakers Assn.

These charts are constructed from

data submitted weekly by bakers producing over 60 million pounds of bread a week. The figures are tabulated as they are received to determine the per cent of increase or per cent of decrease in pounds produced from week to week. The production in the year 1947 is used as a base of 100.

The purpose of the material is to determine the trend of production over a given period of time. It is not designed to determine the total amount of bread produced in the nation. The poundage reported for this service each week, by those who participate, amounts to almost 25% of all the bread produced for sale by all bakeries and chain stores each week. A sample as large as this, almost 25%, is considered by statisticians to be more than adequate for trend determination purposes. Bakers that now participate, use these figures to check their own bread production each week with the production of other companies, the ABA points out.

—BREAD IS THE STAFF OF LIFE—

OAKITE ASSIGNMENTS

NEW YORK — Oakite Products, Inc., manufacturer of industrial cleaning materials and equipment, has announced that E. Lacy has been transferred from Detroit to Houston, Texas; R. W. Krajicek from Billings, Mont., to Lake Charles, La.; B. B. Herron from Odessa to Beaumont, Texas; and Horace V. Wells from San Antonio to Corpus Christi, Texas. New representatives include Robert H. Bourbonnais, assigned to Lansing, Mich.; J. C. Ruttle, to Detroit; Harry H. Thomas, to Cedar Rapids, Iowa; William G. Caffee to Birmingham, Ala.; Andrew C. Johnston to Washington, D.C.; and Theo L. Matula to San Antonio, Texas.

SALES GAINS MADE BY BAKERY STORES

WASHINGTON — The dollar volume of sales by bakery products stores in the U.S. for March of 1957 totaled \$74,000,000, compared with \$72,000,000 in March of 1956 and only \$68,000,000 in February of 1957. Figures are from a monthly retail trade report of the U.S. Department of Commerce. Dollar volume sales for the first three months of 1957 totaled \$214,000,000, compared with \$211,000,000 for the corresponding period of last year.

American Bakeries Reports Earnings; Names Directors

CHICAGO — American Bakeries Co. has reported consolidated net earnings for the 16 weeks ended April 20, 1957, and for the like period of 1956 as follows:

	1957	1956
Net earnings before federal income tax	\$3,390,409	\$2,944,690
Net earnings after federal income tax	1,661,300	1,431,804
Common shares outstanding	1,596,205	1,596,205
Net earnings per common share	\$0.99	\$0.85

The board of directors has declared the regular quarterly dividends of 50¢ a share on the common stock and \$1.12½ a share on the 4½% cumulative preferred stock of the corporation, both payable June 1, 1957, to stockholders of record on May 17, 1957.

The company has also announced the resignation of John Pirie and William T. Spence as directors. Mr. Pirie, treasurer and secretary at the time of his retirement in 1950, had been a director since 1939. Mr. Spence, a director of American Bakeries Co. of Florida since 1927, became a director at the time of the Florida firm's merger into American Bakeries Co. in 1953.

The company has increased the size of its board from six to nine, and has elected to fill the five vacancies—T. W. Dodd, G. G. Grant, A. W. Koss, D. H. O'Connell, vice presidents, and G. B. Rockafellow, treasurer and secretary. Messrs. Dodd, Grant, and Koss have each had more than 30 years of service with the company.

—BREAD IS THE STAFF OF LIFE—

QUARTERLY DIVIDEND

NEW YORK — Directors of the Ward Baking Co. have declared their regular quarterly dividend of 1½%, \$1.37 a share, on the outstanding 5½% cumulative preferred stock of the company. Directors have also declared a quarterly dividend of 25¢ a share on outstanding common stock. Both dividends are payable July 1, 1957, to holders of record June 14, 1957.

George H. Marlow Heads Production At Van de Kamp's

LOS ANGELES — The appointment of George H. Marlow as superintendent in charge of bakery production of Van de Kamp's Holland Dutch Bakers, Los Angeles, has been announced by L. H. Fortin, president. Mr. Marlow succeeds A. M. Newhouse who has retired after 36 years of service with the firm.

Mr. Marlow returns to Los Angeles where in 1928 he started as a Van de Kamp co-worker and a checker in the packing department. One year later he was transferred to the large coffee cake department to learn the bakery trade. He became assistant foreman and, in 1942, foreman. He was promoted to superintendent



A. M. Newhouse

G. H. Marlow

of the Van de Kamp's Seattle division bakery and moved to the Northwest in 1953, with Harry Kenyon, who was then foreman of the Los Angeles bakery's dough room. Mr. Kenyon will now succeed Mr. Marlow as bakery superintendent at Seattle.

In a letter to Van de Kamp workers, President Fortin cited Mr. Newhouse's accomplishments in guiding production of the southern California bakery firm. Starting in 1921 as a baker Mr. Newhouse worked up to the position of vice president in charge of production and elected member of the board of directors. He was responsible for beginning production in the baking kitchens when Van de Kamp's moved into its larger, four acre, facilities on Fletcher Drive in 1931, and more recently, he directed the transition from unwrapped to packaged products.

—BREAD IS THE STAFF OF LIFE—

Nabisco Safety Award Given Buffalo Bakery

BUFFALO — Seventy-six drivers who have accumulated a combined 1,000 years of safe driving were honored at the National Biscuit Co.'s bread bakery, Buffalo, where they are employed. As a result of the record, the Buffalo bread bakery has won the 1956 Nabisco trophy for fleets of more than 50 trucks. Martin P. Lill, bakery manager, received the trophy during the ceremony from G. W. Hardy, district safety director of Lumbermen's Mutual Casualty Co.



NEW CINCINNATI HEADQUARTERS — The Red Star Yeast & Products Co. of Milwaukee has opened a new branch office on the north side of Cincinnati. The new branch will serve the entire section, including suburbs such as Norwood, Reading, Wyoming and Cheviot, and the metropolitan areas of Covington and Newport, Ky., across the Ohio River. The building, shown above, will be used as headquarters for the Cincinnati district office which controls branch operations in Ohio, Indiana, Kentucky, Tennessee, and part of West Virginia.



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

GETTYSBURG TAXDRESS—That's the heading on the following little parody on Lincoln's Gettysburg Address, appearing in the News Bin, a trade letter sent out by the Atkinson Milling Co., authorship attributed to Clayton "Abraham" Erickson:

"Two score and four years ago our fathers brought forth upon this nation a new tax, conceived in desperation and dedicated to the proposition that all men are easy pickin'."

"Now we are engaged in a mass of calculations, testing whether that taxpayer or any taxpayer so confused and so impoverished can long endure."

"We are met on the great form ten-four-0. We have come to dedicate a large portion of our income to a final resting place with those who love their life because they may spend our money."

"It is altogether anguish and torture that we should do this. But in the legal sense, we can't procrastinate . . . we can't eliminate . . . we cannot comprehend this tax. The collectors, clever and sly, who compute here, have gone far beyond our poor power to add or subtract."

"Our creditors will little note nor long remember what we pay here, but the Director of Internal Revenue can never forget what we report here. It is for us the taxpayers, rather to be separated from the dollars which the government has already so wastefully spent . . . that from these vanished dollars, we take increased devotion to the few remaining . . . that we here highly resolve that next year will find us in a still higher tax bracket."

"That all taxpayers, underpaid, shall obtain more deductions; and that taxation of the people, by the Congress, for the government, shall not cause our solvency to perish."

FORECAST—In June, 1953, the New York Times reported: "Dr. Seymour E. Harris (Harvard professor) warned today that the country might be confronted with a depression on the scale of that of the 1930's if proposed cuts in military spending were not offset by increases in welfare expenditures."

National security spending declined from over \$50 billion in 1953 to \$41 billion in 1955, while cash payments to the public from the U.S. Treasury dropped by \$4 billion. But national income jumped \$21 billion (constant prices).

According to the Federal Trade Commission's "Report on Corporate Mergers and Acquisitions" one of the principal motivations for mergers in recent years has been a desire to diversify product lines. More and more firms are entering more than one industry. Thus, we have a tire company producing movies for television, an anthracite coal mining company selling underwear, a carbon steel producer going in for beer and a steamship company that is now also a bank, a fertilizer company, a plastic

manufacturer, an airline, an outdoor advertising concern and a dealer in coffee, paper, paint and foodstuffs.

PEACEFUL CO-EXISTENCE—"About the capitalist states, it doesn't depend on you whether or not we exist. If you don't like us, don't accept our invitations and don't invite us to come to see you. Whether you like it or not, history is on our side. We will bury you!"—Nikita Khrushchev, November 1956.

IN LIGHTER VEIN—Everyone has noted them sitting behind big desks, or "in conference" behind closely guarded doors, well dressed, carefully groomed, important, with or without briefcases—the executives. One sees them, one recognizes them for what they are but—what do they do? What are their functions? Dr. Harry Levinson of the Menninger Foundation seems to have made a contribution to this subject which we hasten to pass on for the benefit of present and future executives in medicine. "As nearly everyone knows," he writes, "an executive has practically nothing to do, except to decide what is to be done; to tell someone to do it; to listen to reasons why it should not be done, why it should be done by someone else, or why it should be done in a different way; to follow up to see if the thing has been done; to discover that it has been done incorrectly; to point out how it should have been done; to conclude that as long as it has been done, it may as well be left where it is; to wonder if it is not time to get rid of a person who cannot do a thing right; to reflect that he probably has a wife and a large family and that certainly any successor would be just as bad, and maybe worse; to consider how much simpler and better the thing would have been done if one had done it oneself in the first place; to reflect sadly that one could have done it in 20 minutes, and, as things turned out, one has to spend two days to find out why it has taken three weeks for someone else to do it wrong." (Excerpted from American Management Association Personnel Series No. 167.)

HOW A BUSINESSMAN EVALUATES HIS TRADE ASSOCIATION—Addressing its attention to the virtues of trade associations, a prominent machinery manufacturers association makes public this credo:

"The trade association fits into the pattern of a successful business operation just as do the services of a lawyer, banker, auditor, insurance consultant or business management counselor—and just as uniquely."

"In using all of these services, businessmen seek the advice and counsel and service of these experts in their fields. In their trade association, they not only seek collectively with others in their field of business for expert advice founded on specific experience, but they add

their voice to the strength of their industry to promote the welfare of that industry."

"The trade association—the joining of forces with industry—gives power greater than that of the individual, or the business firm, to fight inimical or hurtful elements not only from without, but also from within industry. What probably is the most valuable of all, the trade association makes it possible for an individual business unit to solve internal management problems, product problems, distribution problems, service techniques, and many other peculiar-to-your-own-business problems with the help of the best brains in industry. In the trade association it is usually men who are experts in a particular phase of business operation who give their time, thought and ingenuity to committee work to solve a problem. An individual could not begin to afford to hire the talent to work on a given problem represented by even one committee in a trade association, but a member of a trade association receives the combined talents and thinking of several of the top experts in the field."

"The day of the rugged individualist is gone. He is no longer the envy of his neighbors—instead he is pitied or watched."

"Public confidence is enjoyed by those who associate themselves with their fellow craftsmen in industry organizations on the sound theory that together with their colleagues, they can best establish and maintain ethics in the public interest, and, further, that only those willing to subscribe to such ethics are given the endorsement implied by membership in the association of their trade or profession."

Early Alaskan and Canadian gold prospectors were called sourdoughs because they saved a small piece of dough from each successive baking. The dough became sour as time went on but, mixed with water, it became the leaven for a new batch of bread.

NOT "SOMETHING JUST AS GOOD"

Item in Magazine: "Some day highly concentrated pills may eliminate the need for foods and cookery."

A pink or blue or scarlet pill Dispatched within a second will Erase the need for lemon pie, Mouth-watering and gold and high; For tender, toothsome white meringue

That makes the pulses leap and sing; For savory dressing, juicy roast, And orange-marmaladed toast. Stream-lined? Efficient? I agree, But what would any wedding be Without the sentiments that wake At sight of white-tied wedding cake?

Ah what a stuffy, dull affair To watch a newly wedded pair Explore the somewhat doubtful thrills Of opening packs of pallid pills!

Grace V. Watkins

Jurisdictional Dispute Closes Buffalo Bakery

BUFFALO—The Loblaw, Inc., bakery here, which supplies bread to about 80 Loblaw stores and supermarkets, said May 27 that it will remain closed until a jurisdictional dispute involving the company and Local 264, Teamsters Union, AFL-CIO, and Local 16, Bakery & Confectionery Workers International Union, is settled.

Picket lines were set up May 25 at the company's bakery. A company spokesman said the stores will continue to sell bread supplied by other bakeries.

He added the company will ask the National Labor Relations Board for an order restraining Local 264 from picketing the bakery.

The company has a contract with Local 16, Bakery & Confectionery Workers, covering all its inside workers, about 300 in number, the spokesman said. It has a contract with Local 264 of the Teamsters covering its drivers.

"A few weeks ago," he said, "business representative of Local 264 told us that his union now represents the shippers and dockmen, who put up orders of shipment, and that we would have to bargain with his union for them."

"Since we already have a contract with the bakery workers covering the shippers and dockmen, we couldn't do that. It would be illegal."

James R. Dixon, business representative of Local 16, said his union ratified a 3-year contract with the company May 24. The contract provides wage increases of 11 to 26¢ an hour in the first year, 8 to 10¢ in the second year, with provision for reopening wage negotiations in the third year. Mr. Dixon said his union had nothing to do with the work stoppage.

The business representative of Local 264, said, "Any attempt by the General Baking Co., or the Wonder Bread division of Continental Baking Co. to increase their bread supplies to Loblaw stores while the Loblaw, Inc., bakery is being picketed will be regarded as a breach of contract."

"General Baking and Continental are allowed to put a fixed amount of bread in a specified number of Loblaw stores," he said.

A spokesman for the General Baking Co. said the company will not be able to increase its supplies to take up the demand resulting from the Loblaw stoppage.

—BREAD IS THE STAFF OF LIFE—

Dr. William Bradley, AIB, to Be Speaker

MANHATTAN, KANSAS—Dr. William B. Bradley of the American Institute of Baking will join Walter C. Berger, Commodity Stabilization Service Administrator, on the program for the annual Wheat Field Day at Kansas State College here June 14.

Dr. Bradley will speak on the baker's needs in regard to the quality of hard red winter wheat.

The day's program will include tours of the experimental wheat field plots, starting at 9:30 a.m. A tour of the flour and feed industry plant will also be arranged.

Mr. Berger and Dr. Bradley will speak following the noon luncheon.

THE BAKE SHOP

Trouble Shooter

Shortening

I am interested in learning whether or not it is possible to obtain emulsifiers to make the emulsifying type of shortening which is used in making high sugar content cakes.—T. D., Mexico.

~ ~

To my knowledge it is not practical for anyone, unless he has the proper equipment, to make his own emulsifying type of shortening. Manufacturers of shortenings use this type of emulsifiers and have the necessary equipment to manufacture them.

Sticky Icing

We use a particular icing because it provides flavors which hold up well, but our customers complain that the icings are sticky and cling to the knife. Can you help us?—C. A., Wis.

~ ~

Your difficulty is characteristic of some icings. Here are two butter cream icing formulas that should work better.

LIGHT BUTTER CREAM ICING

Place in a machine bowl:

- 2 lb. 8 oz. shortening (emulsifying type)
- 1 oz. salt
- 10 oz. milk solids (non-fat)
- Vanilla to suit

Start beating and add gradually:

- 1 lb. 12 oz. water

Then add:

- 10 lb. powdered sugar
- Whip until light.
- Keep covered with a damp cloth.
- For a whiter icing the milk solids may be left out.

BUTTER CREAM ICING

Cream together:

- 10 lb. powdered sugar
- 1 lb. 8 oz. butter
- 3 lb. shortening (emulsifying type)

Then add gradually:

- 1½ to 2 pt. sweetened condensed whole milk
- 1 oz. pure vanilla

Dutch Bread

Is there a good recipe for making the product called "Dutch Holland Bread?"—A. M., Okla.

~ ~

There is, although sometimes it is known as "Dutch Topping Bread." As a general rule this bread is baked directly on the hearth. However, it may be baked on bun or cookie pans. Here are a couple of good formulas.

DUTCH TOPPING BREAD

(No. 1)

- 12 lb. flour (bread)
- 2 lb. pastry flour
- 8 lb. 8 oz. water (variable)
- 12 oz. milk solids (non-fat)
- 6 oz. shortening
- 8 oz. egg whites
- 5 oz. yeast
- ¾ oz. yeast food
- 6 oz. sugar (sucrose or dextrose)
- 3½ oz. salt

Procedure: Mix dough by the regu-

lar procedure except for the egg whites, which should be beaten and added when the dough is about half-way mixed.

Dough temperature 80° F. First punch approximately 1 hr. 30 min. Second punch 45 min. later.

Scale and round up and allow about 15 min. intermediate proof before making up. Just before the bread goes into the oven, cover tops of the bread with the following Dutch topping:

Mix together:

- 10 oz. rice flour
- 1½ oz. sugar
- 1½ oz. salt
- 12 oz. water
- 1½ oz. yeast

Mix until smooth, then add:

- 2½ oz. melted butter

Allow this mixture to stand for about an hour before putting it on the bread. Use plenty of steam in the oven.

DUTCH TOPPING BREAD (No. 2)

- 15 lb. flour
- 8 lb. 8 oz. water (variable)
- 5 oz. yeast
- 4 oz. salt
- 6 oz. sugar
- 4 oz. milk solids (non-fat)
- 4 oz. malt
- 10 oz. egg yolks

Mix in the regular manner. Dough temperature 80° F. Punch in about 2 hr. 30 min. To the bench 1 hr. later. Scale and round up. Allow to rest for about 15 min. and make up.

When the loaves are about half proofed, cover tops with the following topping:

Mix together:

- 2 lb. water
- 3 oz. yeast

Add and mix in until smooth:

- 2 lb. rice flour
- 2 oz. sugar
- 4 oz. shortening
- 1 oz. salt

Finish proofing bread and then place in the oven, using plenty of steam.

Note: Topping should have the consistency of a cake batter.

Sour Cream

In our bakery we could very well use some special formulas for good butter sponge cake filled and topped with whipped cream and a Jewish-filled crescent egg roll.—F. K., Ind.

~ ~

Here are some formulas that should help you along. Included is a formula for butter sponge suitable for using with whipped cream.

CRESCENT ROLLS

Mix together:

- 1 lb. sugar
- 4½ oz. salt
- 12 oz. yolks
- 12 oz. whole eggs

Add:

- 6 lb. milk

Then add:

- 15 lb. bread flour (variable)

Mix together and add:

- 2 lb. milk
- 6½ oz. yeast

Mix to a medium stiff dough. Allow dough to relax and then roll out to about 1 in. thickness. Then spot on ¾ of dough 3 lb. 8 oz. butter. Fold over similar to making Danish.

Place in a refrigerator and allow to rest. Roll out the dough and fold again. Allow to rest again and repeat rolling and folding. After giving

the dough a little rest make up into desired units.

FILLINGS FOR CRESCENT ROLLS Onion Filling

Soak for 2 hours and then drain thoroughly:

- 1 lb. dehydrated onions
- 1 gal. water

Note: The drained water may be used in the dough made for crescent rolls.

Cheese Filling

Cream together:

- 2 lb. 8 oz. dry cottage cheese
- 5 oz. flour
- 1 lb. 6 oz. sugar
- Lemon extract to suit
- ¼ oz. salt
- 4 oz. whole eggs

Thin down to proper spreading consistency with a little milk.

Date Filling

Bring to a boil:

- 2 lb. 8 oz. ground pitted dates
- 2 lb. water
- 1 lb. chopped walnuts or pecans

Cool before using.

BUTTER SPONGE CAKES

Beat until light:

- 6 lb. sugar
- 2 lb. 8 oz. whole eggs
- 8 oz. yolks
- ½ oz. salt

Sift together and fold in carefully:

- 6 lb. cake flour
- 2½ oz. baking powder

Then add carefully, heated to about 180° F.:

- 2 lb. butter
- 4 lb. milk
- Vanilla flavor to suit

Deposit into pans of desired size and bake at about 375-385° F.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

St. Louis Bakery Learns "Little Things" To Please Customer Boost Cake Volume

Paying special attention to "the little things" which may influence a customer's favor or ill-will in custom-cake service has helped William Ellerbrock, head of the Ellerbrock Bakeries, St. Louis, Mo., to build a custom-cake volume which now amounts to more than 200 specialty cakes a week.

Mr. Ellerbrock, who operates six stores in the St. Louis area, plus a huge central bakery downtown, feels that "the mere fact that a baker can turn out custom-baked cakes is not enough to make him successful in this field."

In many years of operation, he has made it a point to check regularly with customers as to their satisfaction, and to make any changes which such interrogation indicates.

A common complaint, Mr. Ellerbrock found several years ago, as voiced by customers, was the long delay which ensued between placing the order and actual delivery of the cake. Therefore, Mr. Ellerbrock set up a cake decorating room at the downtown plant, which permits ample space and facilities for handling any load, no matter how heavy it may be. In the cake decorating department, to the left of the main bakery, are six large, waist-height tables, each 8 ft. long, with ample space for a dozen employees to work simultaneously if necessary. While under normal circumstances cake decoration is handled by a crew of two girls and Mr. Ellerbrock, there is ample space for four times as many people, and other experts are being trained over a careful, long-range program.

To Expedite Returns

To expedite return of cakes to order, Mr. Ellerbrock has worked out a system whereby the truck driver servicing all of the retail stores brings in orders at the end of the day, each of which is a different color, identifying the store from which it came. These are distributed on hooks in the production manager's office. The manager immediately schedules output for the following morning, as well as re-delivery to the store.

"We bake cakes the following morning on all orders," Mr. Ellerbrock said, "managing to keep all these a half day ahead of orders. By baking early in the morning, and icing each cake immediately as it comes out of the oven, rather than waiting for it to cool off, we seal in moisture, keeping icing and other factors at their best. I believe that this policy of icing cakes immediately has more to do with maintaining quality than any other safeguard we have introduced."

Incidentally, any of the Ellerbrock Bakeries will give custom decorating service on cakes immediately if desired. Even if it is necessary to drop other operations to ice and decorate a cake, it will be done by any of the outlying stores, or if necessary by the downtown plant, with special delivery to the customer. There have been numerous instances in which this "high speed service" has been requested.

During 1949, noting that there were a few objections to the standard 2-layer cake most frequently provided, Mr. Ellerbrock instructed bakers to produce a 3-layer cake instead. Now, all custom cakes are a minimum of 3 layers, with thinner layers, and more fondant icing, instead of the standard butter cream. Providing an

extra layer in more than 200 special cakes a week means much extra labor and time expended, but Mr. Ellerbrock feels that it is well worthwhile. "We have had a constant increase at a time when sales volume in most fields is going down," he said, "and I believe that the 3-layer cake is the entire secret."

A humorous incident occurred recently which is illustrative of the efforts to which Ellerbrock Bakeries go to keep the customer happy. In one store a woman customer inquired whether the custom cake she was ordering would contain butter. It so happened that the specific cake involved was better made without butter, and the clerk replied truthfully that it did not contain butter. The customer then cancelled the order, under the mistaken assumption that quality in the cake depended entirely upon its butter content. "We settled that question once and for all," Mr. Ellerbrock said, "when I issued orders to my production superintendent to include a small amount of butter in every cake turned out thereafter. While the amount of butter actually added is so small that it has little or no effect on the dough, it enables salespeople in all of our stores to reply 'yes' when customers inquire as to butter content. Actually this is only a small point, but it goes a long way toward building up the customer's regard for specialty cakes."

The Ellerbrock Bakeries have never made use of "dummy cakes" as do most retailers, to illustrate cake-decorating services. Instead, with the constant stream of custom-decorated cakes coming out of the plant, there are always enough specialty jobs on hand to make up an attractive display. This naturally changes from day to day, and many people have formed the habit of checking the display case.

BAKERY BUILDING SOLD

ROCHESTER, N.Y.—A building at 437-443 Parsells Ave., in which Mr. and Mrs. Theodore Lieb operated a bakery since 1947, has been sold for \$38,000 to Becker's Foods, Inc., 1860 East Ave. Becker Foods operates several restaurants in the Rochester area, and will take over the bakery for its own use.



ANTIQUE COOKIE MOLDS—George W. Burry, president of the Burry Biscuit Corp., Elizabeth, N.J., holds one of the antique cookie molds from his unusual collection now on exhibit at the New York Historical Society. The collection, which has taken Mr. Burry a lifetime to assemble, is composed of hand-carved molds from 15 nations. One of the prize molds, which was found in Holland, is a large figure of a soldier. It depicts a period in European history when garrisons were honored guests of the community at ceremonial banquets.



ADVERTISING TEAMWORK—Flanking giant blow-up of the Olin Mathieson Chemical Corp.'s latest color page advertisement in *Time* and *Fortune*, are Olin's Jack Pritchett, left, and Harold Freund of Freund Baking, St. Louis. Pictured life-size in the ad is Robert Sidney Dickens of Chicago, top-ranking package designer, who just recently completed an over-all packaging and company identification program for Freund. The picture represents the new inter-industry theme of teamwork, unfolded at the recent annual meeting in Chicago of the Folding Paper Box Assn.

Mrs. L. A. Rumsey Dies in Florida

TALLAHASSEE, FLA.—Mrs. Hazel E. Rumsey, 67, the wife of Dr. L. A. Rumsey, director of the Department of Baking Science at Florida State University, died April 26 at Tallahassee Memorial Hospital following a lengthy illness.

Funeral services were conducted at the graveside in Oakland cemetery April 28.

Mrs. Rumsey lived in Tallahassee six years. Survivors include her husband; a son, Jon Dee Rumsey, Albion, Mich., and a brother, Fred Lippincott, Dresden, Ohio.

BREAD SIGN WINS

A sign advertising Michigan bread, Grand Rapids, Mich., was named third place winner of the dairy-bakery classifications in a nation-wide outdoor advertising sign competition sponsored by Minnesota Mining and Manufacturing Co., St. Paul. The competition was open to signs surfaced with "Scotchlite" brand reflective sheeting which makes them brightly visible in full color at night under auto headlights.

USDA Distributing Advice on Defense To Food Industry

WASHINGTON—The U.S. Department of Agriculture has announced that it is distributing to the food industry practical suggestions for assuring continued operation of commercial food facilities in the event of enemy attack.

USDA suggestions, set forth in "Defense Guides for Commercial Food Facilities," (Agriculture Information Bulletin No. 169) cover such points as the microfilming and safe storage of special processes and patents, plant dispersal, recruitment of workers, fire protection, maintenance of communications and protection against sabotage.

In commenting upon the new publication USDA officials pointed out that under any conditions this country might face, continued food production is a "must." Many firms, they said, already have taken steps to insure continuity of production under attack conditions, and to them the guidebook will be a convenient check list. The publication, however, will be of most value to the establishments that have not yet undertaken comprehensive defense planning.

The guidebook, intended to complement established state, county and community civil defense activities, was developed after extensive consultation with the food industry. Nearly 50,000 copies of the new publication are being mailed to national food trade associations, which will make distribution to their members. Additional copies are available upon request to the Commodity Stabilization Service, USDA, Washington 25, D.C.

Two USDA agencies in Washington are focal points for mobilization planning in the field of agriculture. They are the food and materials requirements division of the Commodity Stabilization Service and the special services division of the Agricultural Marketing Service.

Merck Files Patent Infringement Suit

NEWARK, N.J. — Merck & Co., Inc., Rahway, N.J., filed suit here last week against Anheuser-Busch, Inc., in U.S. District Court for New Jersey for alleged infringements of Merck's U.S. Patent No. 2,703,302. This patent relates to vitamin B₁₂ products and methods of making such products.

Merck charges that recent offers for sale by Anheuser-Busch of certain vitamin B₁₂ concentrates infringe on the Merck patent.

Interstate Bakeries Reports Earnings

NEW YORK — The first quarter earnings of Interstate Bakeries Corp. totaled \$1,041,056, or 97¢ a share, in the 16 weeks ended April 20, according to R. L. Nafziger, chairman of the board.

This compared with \$992,023, or 92¢ a share, for the corresponding period of 1956.

Sales for the first period of 1957 were \$33,688,480, compared with sales of \$31,034,595 for the corresponding period of last year.



Kenneth C. Peer

GENERAL MANAGER—Kenneth C. Peer has been named general manager of operations for the National Glaco Chemical Corp., it has been announced by H. W. Gillespie, president. Mr. Peer had been production manager for Glaco since 1954. He joined the firm as technical director in 1952. Prior to that he was president and director of Multiphase Laboratories in San Francisco. Mr. Peer, a 1941 chemistry graduate of the University of California, has been associated with the glazing industry since its beginning in 1947 when the Multiphase Laboratories provided consultation and research to the original Glaco Co. In his new position he will be responsible for all engineering research, development and production for National Glaco's 15 U.S. and Canadian plants.

National Glaco Opens 15th Plant In New Orleans

CHICAGO—National Glaco Chemical Corp. has announced the opening of its newest bakery pan cleaning and glazing plant in New Orleans. With this latest addition, the firm now has 15 plants offering its bakery sanitation program throughout the United States and Canada.

H. W. Gillespie, president, stated that as a result of this expansion program all bakers in the nation are now within range of a Glaco plant.

Complete facilities for pan cleaning, straightening and silicone glazing have been installed in the new plant, known as Glaco New Orleans Co. Previously, bakers in greater New Orleans were serviced by the company's Dallas, Texas, plant. Now, Mr. Gillespie said, local bakers can obtain service within 48 hours.

Herbert Welsh, a veteran Glaco salesman formerly with the company's Dallas operation, has been named manager of Glaco New Orleans.

REMODELING PROGRAM

SCRANTON, PA.—Max L. Henry and A. B. Timms, partners in the Scranton Baker Supply Co., have purchased buildings at 141-149 Meridian Ave. for \$20,000, according to a deed filed in the courthouse. The property will be used for storage and additional office space as part of a remodeling program.

Karl C. Fromm To Retire From Nulomoline Post

CHICAGO—Karl C. Fromm, veteran bakery sales representative for the Nulomoline division of the American Molasses Co., will retire effective Aug. 1.

Mr. Fromm joined Nulomoline 27 years ago in the bakery and candy research laboratories. Later he was transferred to the Chicago office and worked in sales throughout the large midwest territory up to the present time. Through his sales and service work, as well as membership in several baking industry associations and service groups, Mr. Fromm has developed a wide acquaintance in the industry.

In addition to his industry experience Mr. Fromm has developed a hobby to which he is devoted—the collection of earthenware jugs, antiques, unusual pieces and those of unusual purpose and use. His collection, including hundreds of items, has won him national recognition.

His boyhood home, Pandora, Ohio, is the locality Mr. Fromm has selected for retirement. His home is called "Peaceful Valley."

—BREAD IS THE STAFF OF LIFE—

Ekco Engineering Co. Moves Sales Office

CHICAGO—T. E. Lauder, Central Division vice president of Ekco Engineering Co., a division of Ekco Products Co., has established new sales offices for the division at 221 N. LaSalle St., Chicago. The divisional sales offices were located at the company's main manufacturing plant at 1949 N. Cicero Ave., Chicago.

All inquiries concerning orders and estimates should continue to be directed to the Cicero Ave. address, where the company's engineering and executive staffs remain.

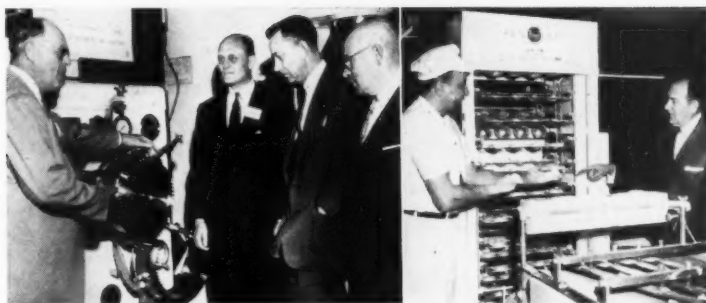
Accompanying Mr. Lauder in the move was Robert Martin, Chicago area sales representative. The new telephone number is State 1-2168.

Plans for Retail Bakers Week In 1958 Outlined for Allieds

CHICAGO—Plans for the 1958 observance of National Retail Bakers Week were outlined here for allied tradesmen by Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, who is chairman of the forthcoming event. Mr. Nash and members of the Associated Retail Bakers of America allied advisory committee contacted allied representatives at the recent convention of the National Restaurant Assn.

One purpose of the meeting was to extend an invitation to the allied tradesmen present to participate next year.

Chairman Nash was accompanied by Paul Baker, Jenny Lee Bakery, McKees Rocks, Penn., ARBA 1st vice president; L. Carroll Cole, Cole Bakeries, Muskegon, Mich., 2nd vice president; Fred Ecker, Burny Brothers, Chicago, director; George Chussler, Bakers Weekly, director; Trudy Schurr, secretary; Tom Scheuermann, field representative; Barney Schmitzer, display director; John Bolchert, president, Associated Re-



NEW PLANT OPENED—The Union Machinery Co., a subsidiary of American Machine & Foundry Co., recently opened a new bakery equipment plant in Richmond, Va. The opening included an open house at which representatives of the baking industry, the allied trades and Richmond civic organizations were given a tour of the plant and a demonstration of its machinery. In the picture at the left T. R. Stevens, manager of the continuous mixing sales department, explains some of the fine points of a mixer at the official opening of the new plant. Others in photo are, from the left, Richard C. Storey, vice president of AMF bakery machinery; F. Henry Garber, mayor of Richmond; and Walter Nissen, vice president of the John J. Nissen Baking Co., Inc., Portland, Maine. At the right John E. Morrill, president of Union Machinery, checks a run of frankfurter rolls turned out by an AMF machine prior to the official opening. The machine pictured is capable of automatically preparing for baking 16,800 rolls an hour.

Union Machinery Opens New Bakery Equipment Plant at Richmond

RICHMOND, VA.—More than 500 Virginia and Richmond civic and industrial leaders, baking industry executives, and employees and their friends participated in the recent official opening of Union Machinery Co.'s new plant here. Union Machinery is a subsidiary of American Machine & Foundry Co.

The executives and civic leaders, headed by Dr. Raymond V. Long, director of the Department of Conservation and Development, representing Gov. Stanley and the State of Virginia, and Mayor F. Henry Garber of Richmond took a guided tour of the 72,000 sq. ft. plant. The tour featured working models of AMF-Union roll-making equipment.

Following the guided tours of the new plant, guests were taken to the Country Club of Virginia where a special luncheon was served.

At the luncheon, John E. Morrill, president of Union Machinery, gave a

short talk. He said that the changing eating habits of people since the war have helped build a tremendous national demand for rolls and buns.

"People eat more informally, at outdoor grills, drive-in movies, roadside restaurants, and motels. They eat oftener, spend less time at the table, and there is more 'impulse eating,' 'walking-around eating,' and snacking while watching TV," said Mr. Morrill.

As an example of this demand, Mr. Morrill said that, according to a U.S. Census Bureau report, the production of rolls between 1947 and 1954 increased 60% in poundage and almost 100% in value.

The 72,000 sq. ft. plant consists of engineering and general offices, a complete machine shop, and warehouse space. Union Machinery Co. moved its headquarters and principal operations here from Joliet, Ill.

Union Machinery employees, their families and friends, and key management people from Richmond area bakeries gathered at the plant in the evening for plant tours, exhibits and a buffet supper. The guests were also given realistic-looking hamburger sandwiches made of soap, which were featured in a recent roll machinery promotion campaign, and baskets of hamburger and frankfurter rolls.



TALKING SHOP—A luncheon discussion featured the opening of the new Union Machinery Company plant at Richmond, Va. Pictured are, from left, Charles L. Clock, western district sales manager of the AMF Bakery division; Joseph M. Creed, general counsel of the American Bakers Assn., Washington; C. C. Hall, of Hall's Bakery, Portsmouth, Va., and H. C. Johnson, eastern district sales manager of the AMF Bakery Division. Union Machinery is a subsidiary of American Machine & Foundry Co.

(Continued on page 48)

Bakery Merchandising

Virginia Bakers Council Aims Publicity at Good Food Habits

The Virginia Bakers Council bases much of its public relations activities on an old axiom, "As the twig is inclined, so will the tree be bent." Putting words into action, the Virginia Council expends much of its efforts to develop good food habits in the younger generation.

And here is how it is done, says Harold K. Wilder, executive secretary:

"The council never misses an opportunity to work closely with professional food people—home economics teachers, health teachers, dietitians, nutritionists, physicians, school lunch managers and home demonstration agents, especially those connected with 4-H club work.

And how does the council make its message about food, particularly baked foods, felt?

"By constantly distributing nutritional and educational material at the point where it will do the most good, usually with some of the specialists mentioned above," says Mr. Wilder. Thousands of pieces of material are mailed each month.

"The council is constantly alert to every opportunity to promote a wider use of baked foods, especially for meal planning for young people," added Mr. Wilder.

For eight years the council has made a point of recognizing the annual meetings of the Virginia Home Economics Assn. with an exhibit depicting the importance of bread in the daily diet.

This year's exhibit was an elaborate one—and based on an important point—"the importance of enriched bread in the daily diet. The bakers' council exhibit included a display of American Institute of Baking publications and the new "Food Mobile" developed by the AIB. Again, explained the Virginia Bakers Council official, it shows the wisdom of being in the "right place" at the "correct time." More than 100 orders for shipments of educational materials ranging from single copies of some items to hundreds of items of some others were mailed as a result of the exhibit. The printed materials will go into state normal schools, to home economics teachers for classroom use, and to home agents for use in home demonstration and 4-H

clubs throughout the state.

"We mail more than 10,000 individual pieces of information in an average month," said Mr. Wilder, "all of it without cost to the recipient."

Miss Maude E. Wallace, assistant director of the extension service, U.S. Department of Agriculture, probably summed up the attitude of those who receive literature from the bakers council in a letter of appreciation sent recently:

"We feel that the materials we get from your office are very helpful, and we are deeply appreciative of them. We want our workers to continue to receive your materials."

Miss Wallace is directly responsible for the home demonstration service in Virginia.

One of the services which Mr. Wilder feels is very valuable is the council's work of putting AIB specialists in touch with local nutritionists. As an example, he tells how Miss Mildred Arnold, AIB field nutritionist for Virginia and adjoining states, was able to make many important contacts and to renew acquaintances with professional nutritionists and college students when she attended the home economics convention in Roanoke earlier this year.

Work such as this carried on at the state and local level, officers of the Virginia Council feel, will make the over-all program of the baking industry effective locally. As individual bakers become more closely identified with all of these activities, and actively follow up the contacts which they can make at such gatherings,

the more they will cash in on the work which they are supporting," said Mr. Wilder.

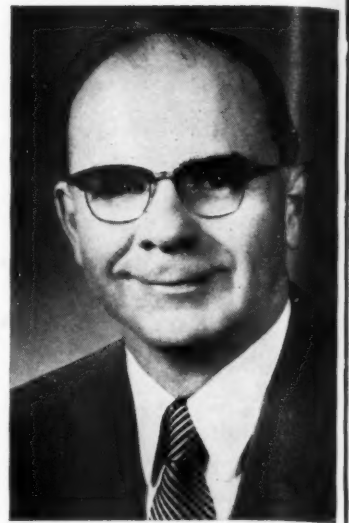
In addition to the exhibit, the council sponsored this year, as it has for several years, a "Bakers Buffet Breakfast" during the home economics convention, at which the menu consisted of fruit juice, coffee cake, sweet rolls and coffee, milk or other beverage. Members of the council attend these breakfasts, mingle with the guests, and cement in friendly fashion the normal business relations existing between them and many of their customers and boosters.

Similar breakfasts are arranged for meetings of the Virginia Dietetics Assn., the Virginia School Food Service Assn. and the college students annual home economics work shops.

Contacts Pay

"These contacts are beginning to pay off in many ways some tangible and some intangible," said Mr. Wilder. It costs considerable to carry on this work at the industrial level, for the good of those engaged in the baking industry. But we are certain that the prestige of the baking industry in Virginia has been increased through these activities and individual bakers who have followed up contacts thus made and who have profited through increased volume and individual stature. It is the hope of the council that eventually the larger chain bakers will see the wisdom of helping, which is essential if the utmost benefit is to be derived from the work of the field staff of the American Institute of Baking and from the activities of the Bakers of America Program at the national level. There is no substitute for 'grass roots' activity, and this is what the council is trying to carry out," he added.

The executive secretary summed



Fred V. Robinson

HEADS SALES PROGRAM — The Roman Meal Co., Tacoma, Wash., is consolidating all bread sales, advertising and purchasing facilities at its General Division offices in Tacoma, according to an announcement by Charles W. H. Matthaei, vice president. Fred Robinson, general sales manager, whose headquarters were formerly in Chicago, will spend more time in the field supervising and augmenting the sales-service activities of four regional sales managers.

up this activity in a recent bulletin when he said: "These nutritionists, dietitians, and others so closely identified with the food field recommend the daily use of bread and bakers products because they believe in them from a scientific and health promoting standpoint. What products they recommend will depend on how well they know the individual baker and his products. This should make an eloquent appeal, not only for a wider support of the entire program of the council by all major segments of the industry, but it should also encourage more bakers to reach out and become better acquainted with those in the nutrition field who are teaching the coming generation what to eat and why," said Mr. Wilder. He concluded by quoting a speaker at the recent home economics convention in Virginia.

"Each succeeding generation rapidly establishes its own standard of acceptability for foods and other commodities. It is therefore important that the need for a constant and increasing use of adequate supplies of bread and other bakery products be kept before each new segment of the citizens of tomorrow. No matter how effective the advertising of individual bakers may be, the need for the products of the industry must be sold, and kept sold, before any individual baker can make a sale."

Top 20 Sandwiches for 1957 Named

CHICAGO—The winners in a nation-wide 1957 Sandwich Idea Contest, conducted by the National Restaurant Assn. and the Wheat Flour Institute, were revealed here at a luncheon given by Standard Brands, Inc.

The 20 top sandwiches in this second annual nation-wide contest were selected by the University of Denver school of restaurant management on the basis of originality, flavor and ap-

pearance. Winners were selected from more than 700 entries from hotels and restaurants located from coast to coast. Winners carried such unusual names as "Guy's Buy," "Constellation Sandwich," "Devil-on-a-Horseback" and "Seventh Avenue Special."

At the luncheon John Sabatos, president of the National Restaurant Assn., and Charles Murphy, sales promotion manager, Fleischmann Division, Standard Brands, Inc., presented the 1957 winners.

Top winner in this year's contest, which was selected by a panel of food editors of magazines and restaurant publications, will be announced July 31. The prize for the nation's most unusual sandwich is a trip for two to Europe to visit famous restaurants.

SANDWICH MONTH REMINDER

A 4-page full color reprint from the Saturday Evening Post was mailed recently to bakers, bearing a reminder from the Commander-Larabee Milling Co., Minneapolis, that "August is Sandwich Month and not too far away."

"Nothing sells bread and buns like sandwiches. Chances are that during the next few weeks you will be making advertising, sales, merchandising, and production plans to tie in with Sandwich Month. Complete details of the promotion will be announced soon by the Wheat Flour Institute and rushed to your attention," the letter states.

The company included in the promotion to bakers a cake of soap made to resemble a hamburger in a bun, to act as a paperweight and a constant reminder to "Clean Up on Sandwich Month."



Council booth at recent Home Economics Convention in Roanoke.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

A small thing, like a dingy delivery truck, or soiled uniforms or clothes, somehow or other leads customers to think that the products you sell lack quality. At that point a little thing becomes a big thing. Many of the things a dealer might consider little actually become mighty big things in the minds of customers. A coat of paint will make a dingy delivery truck spic and span. Employees' uniforms or clothes, if torn and soiled, should be repaired and cleaned more frequently because your customers see them every day. These things become mingled in their minds with the way they feel about you, your firm, and the business in general. Do your men smoke and need a shave or haircut when customers come in? When your customers feel an uneasiness or irritation when they see such a person they won't remain customers long. Look at your store. How does it look to you? Could anyone confuse its appearance with poor quality in your products? Look at your service. Does it lead buyers to feel that it's the kind of service that goes with quality? Is it helping or hurting the reputation of your store and your product?

When considering an advertising program study carefully the fundamental aspects. First of all, establish a sufficient advertising budget. Plan a year 'round program which includes the proper media, or balanced use of newspapers, radio, direct mail and television.

Be consistent in your schedule of advertising and attempt to be informative. Be truthful and don't dodge prices. Use helps available from your local newspaper, radio station, your manufacturer, his salesmen and your own salesmen. The mechanics of newspaper advertising should include an attention getting headline and illustration, body copy which tells a story, and your individual signature in every advertisement.

"If you really want to enjoy this business of selling you've got to get the customer's point of view. You've got to get the feeling of what you are doing for your customers. You've got to sell with your heart as well as your head." This is the advice offered by a well-known merchandising authority. He adds: "If you will study this game of selling; if you will analyze the merchandise in terms of what it can do for the consumer; if you will remember that little things in selling count; and if you will constantly analyze your techniques, you won't have to worry about making a sale. The sale will make itself. Suppose you want to make that not just a sale, but sales. The secret of retail selling today is not just making a sale, but making sales—that is making customers instead of just making sales. If you want to make sales instead of a sale, the main additional principle is to sell with your heart as well as your head. You've got to tell the buyer what the product will do for him."

Impulse-buying can be stimulated by having eye-level, unobstructed and properly lighted displays. Merchandise can't sell if it isn't seen by the buyer. Look for and eliminate the dark, dead spots of square corners. Round them off if necessary. Good illumination induces buying for it improves the appearance of products and creates greater interest in the shopper. Customers will avoid the dark places. It is considered by grocery merchandising experts that 50 to 100 ft. candlepower is best for impulse buying.

A successful retailer with many years of excellent store-customer relations to his credit, has outlined what he considers the proper four-step procedure for handling most customer gripes. These four, in the natural order of sequence, are: (1) Acknowledge—accept the fact that the customer has a basis for griping; (2) explain—tell the cause of the situation when you can; (3) correct—make the necessary adjustment to his satisfaction; and (4) do something extra—give him some extra service or courtesy to show how much you value his goodwill and business.

AIB Field Staff Fights Food Fads

CHICAGO—From New England to San Francisco, the seven field staff nutritionists of the American Institute of Baking are fighting food faddism. Since bread is a target of the faddists, field staff work with schools, public health authorities, medical, nursing, and other nutritionists is building a constantly increasing confidence in the baking industry's major product—enriched bread. Reports reaching the Institute from those with whom the field staff work, and from the routine reports of the staff itself, give repeated evidence of this.

In one eastern city, where an organized group of enthusiasts were attacking many of the country's good foods, including bread, AIB's nutritionist was able to review with the nutrition consultant of the state department of health, dangers of the printed and spoken words which the group was using in its attacks. The state health worker, already cognizant of the viciousness of some of the attacks, and anxious to support professional groups opposing it, gave much information to AIB's representative to help in her work of presenting nutritional facts. Faddist propaganda is being brought into focus before many leaders and groups as a result of this AIB work.

In The South

In two areas of the South, where faddism was securing followers of an organized food cult, educators and public health people have given considerable help, recognition and information to the Institute's nutritionists.

In California and other western states, where faddists have distributed frightening amounts of misinformation, the Institute's nutritionist has worked with schools, health groups, and others concerned over danger to the public welfare in combating the propaganda.

A recent report stated: "There was a student program on 'Chemicals in Our Foods,' which I attended. The first speaker said that many thousands of chemicals are now in use by food producers, many of which have not been tested to assure us of their harmlessness or of their toxicity... close to the top was the bleaching of flour. I immediately corrected the implication that bleaching of flour is harmful. I brought to the attention of the group some of the facts about the good use of additives in food preparation and preservation."

At a recent meeting of national science teachers, one of the speakers warned of the dangers of malnutrition which result from the programs of food faddists. AIB's nutritionist was present and reported that the speaker (a health educator from a metropolitan school in California) said: "Adequate nutrition is the result of a day-by-day practice of intelligent food practices. There is no drama associated with malnutrition. Science teachers must help the public to discover and use reliable information on foods and nutrition. They must expose the faddist and teach students to distinguish between the authority and the faddist." Consumer Service Department nutrition education materials are released regularly to these science teachers.

Where possible, accurate information is channeled through field staff interviews and appearances on radio and TV programs which deal with nutrition information.

COSTS STUDIED

(Continued from page 15)

age as sales of the larger companies between 1950 and 1955, but net profits declined.

The ratio of net profits to sales was 1.9% in 1955 compared with 2.4% in 1950. The ratio of net profits to stockholders' equity declined during the same period from 15.7 to 7.9%, compared with 11.2% in 1945. One of the largest of these 17 companies operated 2 plants in 1950-55 and only 1 in 1945.

The proportion of net profits paid out in dividends is much less for the single-plant companies than for the larger companies.

Wage and Salary Costs

For all bakeries reporting payroll information by class of employee in 1955, wages and salaries paid to production employees were 42.5% of the total, selling and delivery employees 45.6%, and other employees 11.9%.

Ingredient Costs

Twelve large baking companies reported data on breakdown of ingredient costs (See Table 3). As pointed out earlier, total ingredient costs as percentage of sales declined steadily. During 1950-55 an average of about 70% of the total cost of ingredients in bread went for flour. This proportion was quite constant in this period but higher than the 66% reported for 1945. The cost of flour used in bread declined from 28.1% of sales in 1950 to 25.3% in 1955.

The trend in cost of other bread ingredients as a percentage of sales was downward from 12.3% in 1951 to 10.7% in 1955, compared with 14.5% in 1945.

The cost of flour used in other bakery products also declined relative to sales. The cost of flour relative to total ingredient cost and sales is believed by the researchers to be more representative for bread than for other bakery products.

Flour accounted for a slightly smaller proportion of the total amount paid for bread ingredients by the 14 single-plant companies. It is probable that the smaller companies baked more specialty breads that required a larger expenditure for nonflour ingredients, the report states.

Bread Formula

The baking companies were asked to report typical quantities of ingredients used in white pan bread and the number of pounds of bread made, per 100 pounds of flour. Data from 20 multiplant and 28 single-plant companies were summarized. The large firms had a total of \$820.8 million of bread sales in 1955; bread sales of the single-plant companies totaled \$63.8 million.

The principal ingredients and average quantities for large companies were: shortening, 3.9 lb.; nonfat milk solids, 3.5 lb.; and sugar, 7.9 lb. The shortening was practically all lard. Average quantities for the group of small companies were: shortening, 3.7 lb.; nonfat milk solids, 3.7 lb.; and sugar, 6.9 lb. The number of pounds of bread per 100 lb. of flour averaged 155 for the large companies and 160 for the small companies. There was considerable variation by companies.

JOINS BAKERS FRANCHISE

NEW YORK—H. John Roepke has been appointed an account executive in the field service division of Bakers Franchise Corp.

Little Things

Advertising Aspects

Making Sales

Impulse Buying

Handling Complaints

Role of Breads and Cereals in Modern Nutrition Vital; More Research Needed

By Dr. Fredrick J. Stare

EDITOR'S NOTE: Dr. Stare is professor of nutrition and chairman of the department of nutrition at the Harvard School of Public Health, Boston. This article is a summary of the remarks he presented at the Millers National Federation Convention last month.

Modern nutrition is concerned with food and the ingredients of food known as nutrients, what these nutrients do and why we need them. It is the science of food and its relation to health. Since you people are an important part of the food industry, nutrition should be your concern and the constant improvement of nutrition should be one of your objectives. Should this not be the case, you are simply behind the times, and further, you would be shirking a responsibility that should not only be yours but one in which you should be a leader.

Good nutrition means good food—meat, fish, milk, eggs, fruits, vegetables, enriched and whole grain breads and cereals—consumed in variety. Variety in food consumption and maintenance of desirable weight are probably the most fundamental practical rules for a good nutritional state. The influence of nutrition upon the course of an illness is often of tremendous value, but of perhaps more importance is the potential that good nutrition holds not only for the prevention of disease but also for the improvement of what at the time may be considered good health.

Basically nutrition is of prime need because in its broadest sense it is essential to the growth, function, maintenance and repair of all body cells and tissues.

Cereals and grains are important foods contributing effectively to the concepts of modern nutrition. This applies equally to those that are generally consumed as relatively unmilled products and those that are milled, polished, or similarly refined and subsequently enriched or restored.

Opportunities Offered

Two current lines of nutritional research offer opportunities for cereals and grains to make a still greater contribution to human nutrition. I refer specifically to amino acid sup-

plementation so that the cereal protein may become what is termed a "complete protein" and to the fact that cereals and grains as consumed are low in fat. Anyone in this country who reads—even though his reading may be confined to Li'l Abner—must be aware that the fat content of the diet is in the news.

Perhaps a specific example will help illustrate how a cereal protein becomes a complete protein by lysine supplementation. In terms of total quantity of protein, three slices of ordinary white bread equal the protein in one egg. However, the quality of the bread protein is only about $\frac{1}{2}$ of that of the egg. It requires approximately nine slices of ordinary white bread to equal one egg in terms of quantity and quality of protein. However, if lysine were added to the white bread, only five slices would be required to equal one egg. Protein breads can also benefit by lysine supplementation. Two slices of a typical protein bread provide a quantity of protein equivalent to that in one egg, but a correction for quality indicates that about five slices would actually be required. However, if the protein bread were supplemented with lysine, the increase in chemical score would indicate that only $3\frac{1}{2}$ slices would be needed to provide the nutritional value in one egg. Calculating from the two extremes—ordinary white bread and lysine-supplemented protein bread—we can see that the efficiency of the food as a source of protein has been increased about $2\frac{1}{2}$ times.

This simply demonstrates how the nutritional value of a cereal grain food can be enhanced in terms of:

(1) Protein quantity, as by the addition of protein concentrates.

(2) Protein quality, as by supplementation with amino acids such as lysine in wheat-based foods.

By either measure, greater protein values are, in effect, obtained. If both supplements are provided, efficiency of the foods as a protein source can reach values comparable to those of some protein foods of animal origin.

Chemical Aids

Three years ago my colleague, Dr. Hegsted, and I had a paper published in *Scientific Monthly* under the title of "Agriculture versus Chemistry in

the Nutrition of Man." In that we concluded:

"The apparent competition between certain phases of agriculture and the chemical industry is only the competition inherent in a free economy, and there is little doubt that, in the long run, the consumer will benefit. The food industry that attempts to grow, or even exist, on its past record will not be with us long. A constant search for nutritional improvement of its food products must be carried on, and much of the nutritional improvement of the future will come from nutrients purchased from the chemical factory. The chemical industry has made much headway in favorably supplementing the food products of agriculture. Much more will be forthcoming. The farmer and the chemist together can do a better job of solving the problems of global nutrition than either one alone."

Whether you as millers would want to supplement further the nutritional merit of your products is of course a matter for your judgment. There may be practical, technical and policy considerations of which I am unaware and which undoubtedly would affect such decisions. Were I personally in some segment of the food industry, I know that I would continually strive to improve the nutritional qualities of my products.

Concerning fat, if for no other reason than the avoidance of obesity there will probably be a trend in this country to "less rich diets" which generally mean "less fat" in the diet. Of course, the "other reason" deals with atherosclerosis and its complications, particularly coronary artery disease. This is where we run into the relative merits of saturated versus unsaturated fats. This is a very active field of current research and one where a statement made today may be shown to be wrong tomorrow, and both statements might very well come from our own laboratories.

Factors Involved

To consider for a moment the current ideas on dietary fat, at least two factors are involved, the total quantity of fat in the diet and the type of fat. There are data showing that coronary artery disease is more prevalent in populations which consume large quantities of what are commonly referred to as saturated fats (meat fats, butter, whole milk and cream, and the hydrogenated shortenings and margarines). A variety of experimental studies with animals also indicates that a substantial amount of fat in the diet, and particularly saturated fats, causes an increase in the level of cholesterol and lipids (fat-like substances) in the blood.

BAKERS WEEK

(Continued from page 45)

an excellent way to approach bakers called upon.

Plans Explained

Following this, Chairman Nash explained ARBA plans for 1958 and succeeding years. He asked representatives of the allied companies to discuss with their executives ways in which more support can be given to this project to increase its effectiveness because of its value in lend-

ing enthusiasm and encouragement to retail bakery operators who will tie in with the promotion.

He then called upon Mr. Eagen, who reported on the way in which Verne Burnett Associates, obtained the public relations organization which handled all of the promotional activities, radio, TV, and daily newspaper recognition for bakers. However, Mr. Eagen pointed out, regardless of the quality and quantity of promotion nationally, success depends upon activities at the local level. He told how Cincinnati bakers organized their program and how other retail associations throughout the country did likewise.

There were comments by Mr. Ecker, Mr. Baker, Mr. Cole and Mr. Bolchert. Mr. Schmitzer said that purchase orders for display material supplemental to free packets distributed by ARBA considerably exceeded expectations. He told how many bakers spent hundreds of dollars to fully benefit from the publicity and advertising directed toward the week.

Chairman Nash called on a number of the allied representatives, including Ray Pinczkowski, Ph. Orth Co., who told what was done in Milwaukee; William Wunluck of Durkee Famous Foods, who assured the chairman that his organization is interested in the project and anxious to cooperate fully; Harmison Hale, General Mills, Inc., who was responsible for the advance streamers furnished by his company, and who enthusiastically supported the project, and Robert Skeffington, Red Star Yeast & Products Co., who felt confident that experiences of this year will contribute greatly to the success of future undertakings. William Grewe, Jos. T. Shuffitowski Co., suggested that reviews of past programs would be a help in maintaining future assistance.

Harold Snyder, editor of *Baking Industry*, commented that a considerable amount of material mentioning retail bakers week has come across his desk and he felt that if the project were brought down to the block stage, or cooperative efforts at the local level, its success would certainly be assured.

Harry Green reported on the tribute paid to the week by Arthur Godfrey on his morning show and on the Tennessee Ernie Ford show sponsored by Standard Brands, Inc. C. V. Sanderson, Pillsbury Mills, Inc., called attention to the way in which the president of his company utilized TV time to support the week.

Comment From Floor

Chairman Nash called for more comments from the floor, and it was evident that all in attendance were greatly interested in assisting the project. He then called on Mr. Chussler, who in summarizing the session, emphasized the importance of the retail segment volumewise in the overall baking industry picture. He called attention to the fact that ARBA was utilizing its staff and the contributions of its officers and committees as well as its finances to sponsor National Retail Bakers Week for the benefit of all retail bakers regardless of membership in its association.

Upon closing the meeting, Chairman Nash invited all to meet with him and his committees again about the time of the American Bakers Assn. convention in Chicago for which all would receive invitations considerably in advance of the date selected for the conference. He also expressed sincere thanks and appreciation to all who participated in the session.



SANDWICH CONTEST—Judges checking the "20 Best Sandwiches of 1957" at Mayfair Farms Restaurant, West Orange, N.J., are, left to right, Myrna Johnston, food editor, *Better Homes and Gardens*; Dorothy Marsh, food editor, *Good Housekeeping*; Grace White, food editor, *Family Circle*; Marion McCarroll, women's editor, *King Features*; Marilyn Kaytor, food editor, *Look*; Willard J. Slagle, *Slagle's, Inc.*, Boston; and J. J. White, director of food and beverage service, Hotel New Yorker.



Mrs. Peggy Walton

HOME ECONOMIST—The appointment of Mrs. Peggy Walton of Omaha as home economist for the Nebraska Wheat Commission has been announced by Leslie F. Sheffield, chief of the division of wheat development, utilization and marketing. Mrs. Walton's duties will consist of planning and conducting an educational program to point out the nutritional value and economy of including wheat food products in daily menus.

Sanitation Clinic Held At Omaha

ST. LOUIS, MO.—More than 70 representatives of large food processing plants, including some from bakeries and bakery suppliers, recently attended the 4th sanitation clinic held at the University of Omaha under auspices of the American Sanitation Institute, a division of the Hugel Co., Inc., of St. Louis.

One of the highlights of the meeting was an open forum discussion of resistance—or immunity—developed by certain insects to previously effective chemicals.

Other subjects on the agenda included an explanation of the Federal Food, Drug and Cosmetic Act and other regulatory requirements affecting food processing plants; the planning and organization of an effective sanitation program; modern food plant insect control; new aspects of fly control, and how to organize and effect a good rodent control program.

Among the firms represented were Pillsbury Mills, Inc., Minneapolis; Continental Baking Co., Omaha; P. F. Petersen Baking Co., Omaha; Rochester Bread Co., Rochester, Minn., and Cargill, Incorporated, Omaha.

Tentative plans for future sanitation clinics to be held during the next 12 months in Minneapolis, Kansas City and Indianapolis are under discussion.

—BREAD IS THE STAFF OF LIFE—

50 YEARS SERVICE

CHICAGO—David Walsh was honored for 50 years of service with Red Star Yeast and Products Co. Among those present were seven fellow workers who, including Mr. Walsh, represented 233 years of service with the company.

Mostly Personal...

J. A. Lewis, former branch manager of the National Biscuit Co. at Louisville, Ky., has been appointed branch manager at Baltimore, Md. He will be replaced by F. E. Walker, special representative in the Cincinnati Division at Louisville.

Langendorf United Bakeries, San Francisco, has honored Jack Sharp, its truck maintenance superintendent, in recognition for 30 years of service. Mr. Sharp was presented a gold clock by Stanley S. Langendorf, president. Mr. Sharp plans to take a trip around the world soon following his retirement.

John Mackesy, San Francisco representative of Oakite Products, Inc., for 16 years, has been selected as the 1956 winner of the David C. Ball award for distinguished service to the company. The award was established in memory of the founder of Oakite, to be given for outstanding company service.

Dr. Melvin C. Allen has been appointed a vice president of the Canadian firm of George Weston, Ltd. Dr. Allen is a specialist in bakery production techniques.

Norman D'Arthenay has resigned as assistant general manager of Cross Baking Co., Montpelier, Vt., to become associated with the Vermont State Highway Department.

Jack Schuster, son of Mr. and Mrs. Ivan Schuster, Schuster's Bakery, Pueblo, Colo., and Miss Kathryn Linn of Lakewood, Colo., were married recently in Denver. Mr. Schuster plans to enroll in a 2-year baking science and management course at Florida State University.

Arthur N. Duffy has been appointed executive assistant to the general sales manager of the Biscuit Division of National Biscuit Co. A veteran of 37 years with Nabisco, Mr. Duffy is being succeeded as director of sales of the Biscuit Division by Theodore G. Richter, formerly assistant director.

Arnold Gunier has been appointed plant manager of the Kansas City bakery of C. J. Patterson Co. Named to succeed him as sales manager was Ray Nothnagel, who has been assistant sales manager the past four years.

Max Shelhorn has been promoted to the post of sales manager of Merita Bakeries, Orlando, Fla. John G. Moch, at present a route salesman, will take over Mr. Shelhorn's duties as divisional route manager.

Miss Eleanor M. Crozier has been named manager of consumer information, a new post, in the home economics division of National Biscuit Co.

C. E. Diehm has been named vice president of West Baking Co., Indianapolis. He has been with the company 30 years, and recently served as executive secretary.

Harry Van Trees is now general manager of the Springfield Baking Co., Springfield, Ohio. He was formerly associated with Durkee Fa-

mous Foods, Louisville, Ky., and is also a former bakery owner.

Nick Evola, previously sales manager of the Providence, R.I., branch of General Baking Co., has been appointed regional wholesale sales manager. Frederick Williams, formerly assistant sales manager, succeeds him as sales manager at Providence.

Robert P. Armstrong, personnel manager, Helms Bakeries, Los Angeles, has been reelected to a second term as president of the Personnel and Industrial Relations Associations, Inc. of Los Angeles.

William Davis, manager of Meyer's Bakery, Jonesboro, Ark., was recently elected president of the Jonesboro Lions Club, effective for the year beginning July 1. Mr. Davis will represent the club at the Lions International Convention at San Francisco this month.

David G. Baird of New York, a director of Interstate Bakeries Corp., has joined with other members of his family in giving "Silver Towers," a summer estate in Brookfield, Vt., to the Vermont Association for Retarded Children, Inc.

Robert S. McIlvaine, president, Rainbo Bread Co., Denver, has been reelected as chairman of the Colorado College board of trustees.

John H. Fox, Fox's Royal Bakery, Wilmington, N.C., has been elected president of the Greater Wilmington Chamber of Commerce.

Michigan Bakeries, Jackson, Mich., has appointed Herbert Lehman, former sales manager of Lawrence Bakeries, Lansing, Mich., as resident manager for sales and production. Mr. Lehman is a former secretary of the Lansing Bakers Assn.

The Iowa Bakers Assn. has elected Vern Webbeke, Waterloo, as president to succeed W. W. Dolch, Maquoketa. Arthur Trausch, Jr., Dubuque, was elected first vice president; Henry Jabush, Waterloo, secretary, and Paul Fern, Washington, treasurer.

James E. Saling has been named assistant sales promotion manager of the Strietmann Biscuit Co., R. I. Woerner, vice president, recently announced. Mr. Saling is a graduate of the University of Louisville, and was advertising director of Lansburgh Department store, Washington, D.C., and vice president-sales director of Graphic Arts Service, Inc., of Cincinnati.

Members of the Alton (Ill.) Kiwanis Club recently toured Noll's Bakery at Alton where they were shown methods of materials handling and production.

David Nathanson, executive vice president of Golman Baking Co., Dallas, Texas, has been elected vice president of the Texas Bakers Assn.

Ralph B. Morris, New York, joined the Quarter Century Club of Standard Brands, Inc., on May 16 when he completed 25 years of service with the company.

IMPORTANT MILLING NEWS

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The Flour with the Doubt and Trouble left out

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A High Grade Bakers' Spring Patent Milled Under Laboratory Control from Montana Spring Wheat
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Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

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ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

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CONVENTION CALENDAR

June 17-19—The Bakers Association of the Carolinas, the Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 6, N.C.

June 27-July 2—Bakery Equipment Manufacturers Assn., Manior Richelleu, Murray Bay, P.Q., Canada; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 28-31—West Virginia Bakers Assn., Greenbrier Hotel, Charleston; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston.

Sept. 13-15—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for Lee Marshall Cup, Wernersville, Pa., Galen Hall Hotel and Country Club; sec., Philadelphia Bakers Club, George Landenberger, 401 N. Broad St., Philadelphia 8, Pa.

Sept. 15-17—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

Sept. 22-24—Wisconsin Bakers Assn., Wausau Hotel, Wausau, Wis.; exec. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Sept. 29-30—Virginia Bakers Council, Inc., Annual Fall Conference, Williamsburg Lodge and Williamsburg Inn, Williamsburg; sec., Harold K. Wilker, 5 South 12th St., Richmond, Va.

Oct. 17-19—National Bakery Suppliers Assn., Edgewater Beach Hotel, Chicago; sec., John W. Allen, J. W. Allen Co., 110 N. Peoria St., Chicago 7, Ill.

Oct. 18-19—Baking Industry Sanitation Standards Committee, Sherman Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 19-23—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

1958

Feb. 9-11—Tri-State Bakers Assn., Monteleone Hotel, New Orleans.

—BREAD IS THE STAFF OF LIFE—

More VA Hospitals To Halt Bread Production

WASHINGTON — The Veterans Administration took additional steps to halt bread production in veterans' hospitals following an earlier closing of two hospital bakeries at Temple, Texas, and Battle Creek, Mich.

Now slated for cut-off of production as quickly as commercial contracts may be negotiated are veteran hospitals at Kerrville, Texas; Mountain Home, Tenn., and Wadsworth, Kansas.

The VA bakeries scheduled for similar close out are those in VA hospitals at Los Angeles and Lyons, N.J.

VA officials said they expected that these cut-offs of production of bread at their hospitals would bring down a prompt protest from the American Legion organization which in the most recent issue of its monthly publication entered the fight against the close-down of the hospital bakeries, indicating that perhaps the full force of the big veterans' organization might be brought into the controversy even before the close-down of the plants could go into effect.



J. R. McLaughlin

J. R. McLaughlin Co. New Representative Of Chicago Metallic

NORTHFIELD, ILL.—James R. McLaughlin, of the J. R. McLaughlin Co., Northfield, Ill., has been appointed representative for the Chicago Metallic Manufacturing Co. in upper Illinois and Indiana, according to announcement by Mr. Jerome H. Debbs, company president.

Mr. McLaughlin has had a broad experience in the baking industry which qualifies him for the sales of Chicago Metallic pans, aluminum foil containers, and pan glazing.

Mr. McLaughlin maintains his office at 254 Dickens Road, Northfield, Illinois.

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SPRING... HARD WINTER... SOFT WHEAT

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ACME — GOLD DRIFT
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Staff of Life"**



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ASSURES THE BAKER EXCELLENT RESULTS WITH:**



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CAKE and PASTRY FLOURS
RYE—White - Medium - Dark**

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in building a quality loaf. You
can keep your quality high all
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"Finest in the South"

ROANOKE VIRGINIA

You can make better bread with

SUNNY KANSAS Flour

**The WICHITA
Flour Mills Co.**

WICHITA, KANSAS

Michigan Soft Wheat Flours

Plain or Self Rising

VOIGT MILLING CO.

GRAND RAPIDS, MICHIGAN

**MICROFILM EDITION OF THE AMERICAN BAKER
NOW AVAILABLE**

FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

New Vitamin B-12 Preparation Now Being Marketed

ST. LOUIS—VitaBusch 12, a new vitamin B₁₂ preparation made especially for the food and pharmaceutical industries by a new process developed by the research department of Anheuser-Busch, Inc., is now on the market.

In announcing the new product, Dr. R. J. Sumner, director of the central research department for the company, pointed out that it fills a need for an inexpensive source of vitamin B₁₂. Food processors, he said, can use VitaBusch 12 for economically enriching baby foods, cereals, and for pharmaceutical diet supplements and tablets.

The Anheuser-Busch process, Dr. Sumner said, may eventually help to place B₁₂ alongside thiamin, niacin, and riboflavin of the B complex group as a readily and economically available part of our daily food supply.

B₁₂ was originally found in liver more than 30 years ago, although it

FLOUR

Is your prime ingredient? That's why it pays to buy the dependable & master milled by

W. J. Jennison Co.
"A World of Quality and Service"

Sweet Cream
Very Best
Masterpiece
Incora
Choice of Minnesota
Bakers
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Stamina

576 Grain Exchange, Minneapolis 15, Minn.
Telephone FEderal 2-8637
MILLS AT APPLETON, MINNESOTA

THE STANDARD
others strive to reach

White Swan FLOUR

SPRINGFIELD MILLING CORP.
MINNEAPOLIS, MINNESOTA

RUNCIMAN MILLING CO.

Successors to JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS

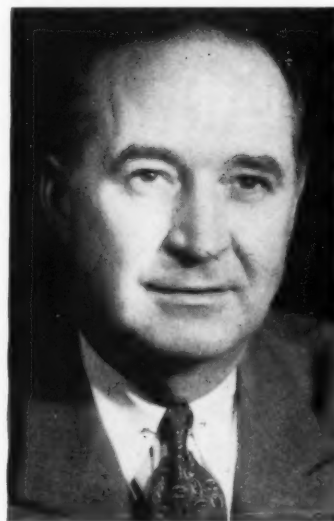
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

We specialize in
designing and engraving
for Millers and the Grain Trade

Holland Engraving Co.

Kansas City, Missouri

was not assigned its name by scientists until as recently as 1948. Before development of the Anheuser-Busch process, it was recovered from by-products of antibiotic production. Its wholesale price was \$100,000 a pound because of extensive extraction and purification procedures.



William E. Derrick

William E. Derrick Dies In Holland

NEW YORK—William E. Derrick, founder and president of the William E. Derrick Co., here, died May 30 of a heart attack in Amsterdam, the Netherlands. He was 59.

Mr. Derrick was in Europe on a business trip, accompanied by his wife, Mrs. Marion Chase Derrick. His body was flown to New York for a funeral service and then to Minneapolis for burial.

A former vice president of Pillsbury Mills, Inc., Minneapolis, Mr. Derrick had been with the Pillsbury company for 30 years. In 1951, he resigned to become vice president of the Standard Milling Co.

Two years later, Mr. Derrick formed the company that bears his name. It acts as a manufacturers' agent specializing in the sales of flour and other ingredients to the baking industry.

Mr. Derrick saw military service on the Mexican border and served as a sergeant in the Army overseas during World War I. He was a member of the Sleepy Hollow Country Club and a director of the Bakers Club, Inc., of New York.

A member of the New York Association of Flour Distributors for many years, he was president of the organization for two terms, 1939-40. His home was Scarborough, N. Y.

—BREAD IS THE STAFF OF LIFE—

Educational Committee Of AIB Appoints 2 Additional Members

CHICAGO — Two representatives of the baking and allied industries have been added to the educational committee of the American Institute of Baking, according to Louis E. Caster, AIB chairman. They are David M. Levitt and R. F. See.

Mr. Levitt is president of DCA Food Industries, Inc., formerly Doughnut Corporation of America,

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SALES REPRESENTATIVES WANTED — A-1 side line product for sales representatives now calling on the manufacturing trade. "Cholmonds," the new taste-tempting chocolate almond bits which have found ready acceptance in the baking, ice cream and confectionery fields, now selling nationally. Write California Confection Co., P. O. Box 190-A, Beverly Hills, Cal.

Experienced Food Technologist— Chemist

Sales position—working with the food industries on new products and product improvements.

Excellent opportunity for an experienced food technologist, food or cereal chemist.

All replies confidential.

Mr. P. W. Bauman
MONSANTO CHEMICAL CO.
710 N. 12th Blvd. St. Louis 1, Mo.

BUSINESS OPPORTUNITIES

WANT TO BUY OR BUY INTO GOING Midwest brokerage business: Flour, feed, food products or allied lines. Have wide acquaintance in trade and good record in sales and management. First contact through third party if you prefer for your protection. Address Ad No. 2800, The American Baker, 612 Board of Trade Bldg., Kansas City 5, Mo.

MACHINERY FOR SALE

TWO BARREL READ MINER, 5 YEARS old, stainless steel bowl and bowl ends, 3-phase, Perfect condition. F.O.B. Philadelphia, \$4,000. Amoroso Baking Co., 650 Haverford Ave., Philadelphia 31, Pa.

FOR SALE—TWO 90" ECONOMY EQUIP- ment company 48" belt turns, 75 ft. of 4" belting complete with frame and drive. About 2 years old, excellent condition. Priced very reasonably. Contact Becker Pretzel Bakery, Inc., 2411 West Baltimore St., Baltimore 23, Md., for further information.

BAKERIES FOR SALE

MODERN, ESTABLISHED, GROWING B- tall bakery—Over \$110,000 gross. Sell also meats, dairy products. Fully equipped. Good money maker. Will be your best investment. Poor health forces sale. Write: Bartz Bakery, 1532 N. Telegraph, Dearborn, Mich.

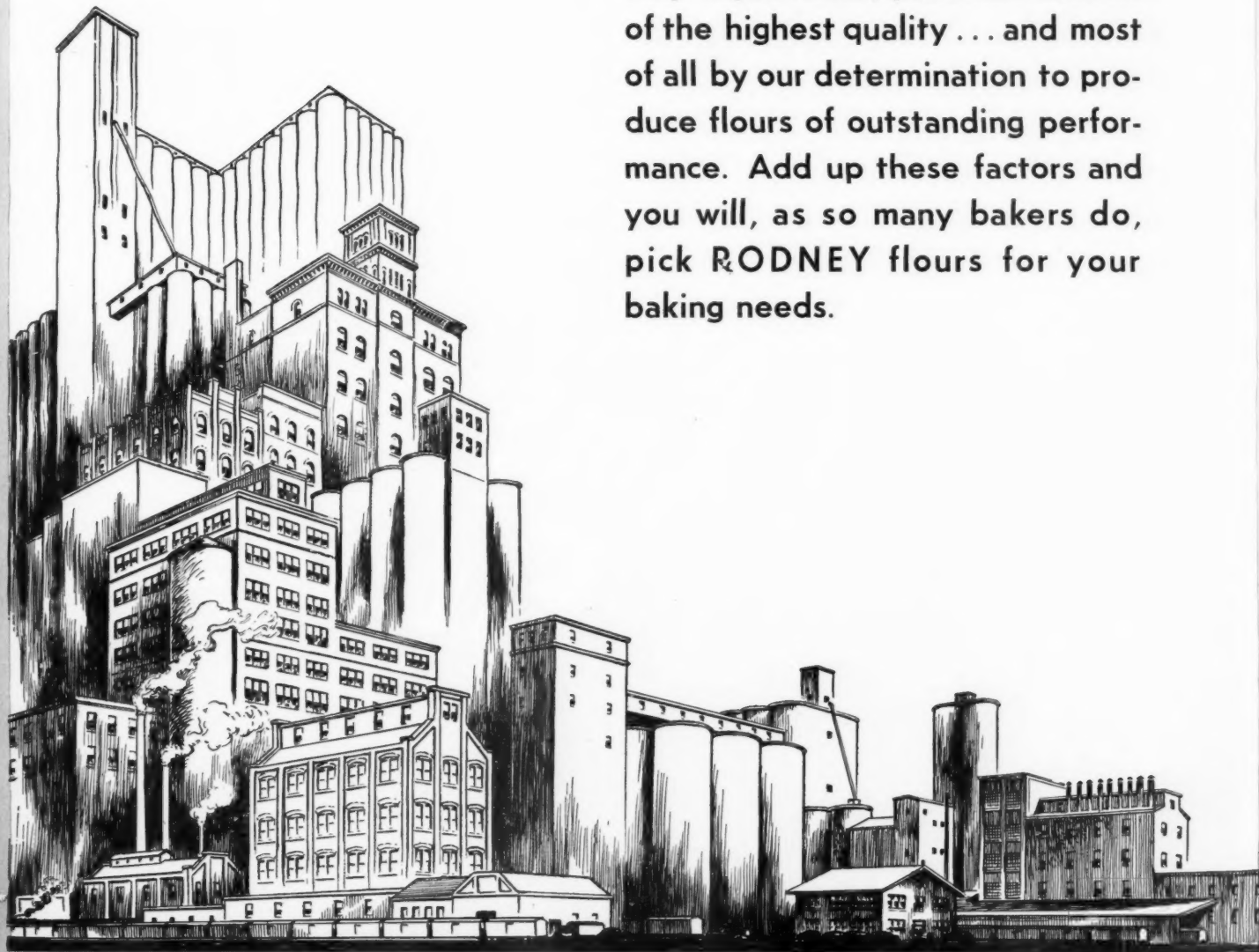
FOR SALE—ONE OF THE FINEST B- tall shops, well established with long term lease, including apartment. Growing approximately \$100,000. Modern, fully equipped. Excellent buy at \$25,000. Specializing in pastries and decorated cakes. Owner retiring. Home Bakery, 337 Virginia St., Vallejo, Cal.

and Mr. See is an executive of Campbell-Taggart Associated Bakeries.

The committee was formed in 1946 to advise the institute on current educational needs in the baking and allied industries, and to suggest ways in which the Institute can fulfill these needs. Its chairman is Harold S. Mitchell.



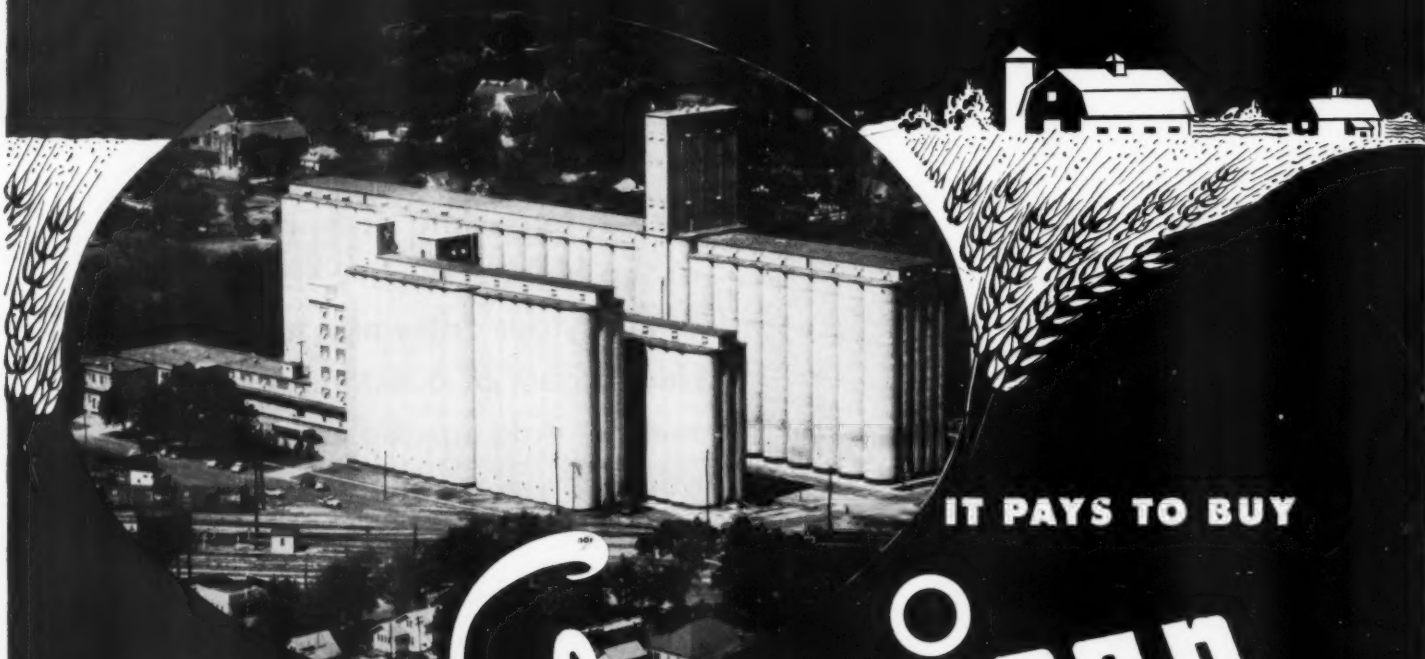
RODNEY flours have proved their merits in dozens of America's leading bakeries over many years. These famous flours are backed by expert milling, careful laboratory supervision, premium wheats of the highest quality . . . and most of all by our determination to produce flours of outstanding performance. Add up these factors and you will, as so many bakers do, pick RODNEY flours for your baking needs.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHEL STORAGE

From the Heart of the Wheat Belt



IT PAYS TO BUY

American Flours



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Ring the Baker's Doorbell

The J. Spang Baking Co., Cleveland, Ohio, recently discontinued its house to house deliveries and will henceforth distribute its baked foods through grocery stores.

Mr. and Mrs. E. E. Hill, Clinton, Iowa, have purchased the DeWitt (Iowa) Bakery from Frank Vosotka. Mr. Hill has had 25 years experience as a baker.

Attendance totaled approximately 1,600 for the Weisbrod Home Bakery anniversary celebration and open house recently at Princeton, Minn.

Remodeling has been completed at Strande's Bakery, Northwood, N.D., according to the owner, Marvin Strande.

The Albert Lea Baking Co., Albert Lea, Minn., has been sold to Hugh H. Brown by the former owner, Arthur E. Lee. The new owner is the son of Joseph Brown, proprietor of Brownies Bake Shop at Albert Lea.

Omar, Inc., will open a bakery outlet in the new Maple Crest Shopping Center at Kokomo, Ind., one of 24 firms planning to lease quarters in the center.

Wortham Baking Co., Hugo, Okla., has sold its wholesale bread equipment and trucks to the Shipley Baking Co., McAlester, Okla.

Mary Lou's Pastry Shop, Tulsa, Okla., has opened a retail store at 4th and Boston, Tulsa.

Allen's Bakery, Ltd., has been incorporated with capitalization of \$25,000. Registered offices of the firm are on Fraser Street, Quesnel, B.C., Canada.

The Jacob Engelhardt Bakery, 424 32nd St., Union City, N.J., has been sold to Charles Teuchler of Jersey City.

A new doughnut shop has been opened in Monroe, Wis., by Harold Larson of Freeport, Wis.

The Morsel Bakery, Dickinson, N.D., has been sold to Marvin A. Moos, New Salem, N.D., and renamed the Baker Boy Bake Shop. Mr. Moos plans to move some equipment to

Dickinson from the Baker Boy at Hebron, N.D.

The Donut Hole, a new shop, has been opened at 677 S. Colorado Blvd., Denver, by Paul and Fred Finberg, formerly of Houston, Texas.

Faber's Bakery, Inc., Hamilton, Ohio, has opened a bakery featuring

frozen foods in the Town and Country Shopping Center.

F. Leonard Rego has opened a new \$60,000 bakery in Honolulu, Hawaii, and will specialize in Portuguese baked foods. The firm will be named Leonard's Bakery.

The Laurel Biscuit Co., 1227 Oak-

ridge Dr., Dayton, Ohio, has sold its cake and pie division to Leonard E. Diehl, according to E. H. Swaim, president. Plans are to expand Laurel's cookie division, said Mr. Swaim.

Romer's Bakery, 130 E. 5th Ave., Mount Dora, Fla., was recently opened for business by Mr. and Mrs. Eugene Romer, formerly of Cincinnati, Ohio. Mr. Romer has been in the bakery business 30 years.

The Francois Pastries Inc., with a capitalization of \$50,000 and headquarters in Watertown, N.Y., is the

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-NINE YEARS



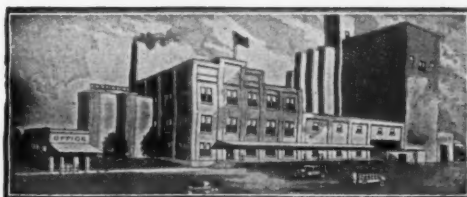
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

You can't beat the HUNTER combination of selected country run wheats, carefully tested for superior baking properties, and skillful milling technique—that's the cornerstone of flour quality anytime. HUNTER flours will prove it in your bakery.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

WOLCOTT & LINCOLN, Inc.
GRAIN MERCHANTS

Operating:
Chicago Great Western Elevator
Kansas City
Wolcott & Lincoln Elevator
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Main Office: KANSAS CITY, MO.
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DAVID HARUM
BAKERS FLOUR

From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

NEW MANUAL FOR BAKERS

By Joseph Amendola

Will be wanted by every baker for his own use and in teaching his helpers. Recipes are arranged step-by-step with careful instructions, and cover all yeast made products, cakes, cookies, pies, puddings, icings and frostings, fillings, assorted pastries and desserts. Fifty illustrations of methods, finished products and charts. The author has been an instructor in baking, cake decorating and ice carving at the Culinary Institute of America in New Haven, Conn., since 1950. He has tested all formulas in this book for taste, cost, and acceptance by the public. They are particularly designed for young bakers on the job, for instructors in vocational schools and supervisors of baking apprentices. 160 pages\$5.00

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

In two volumes of over 800 pages. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field\$15.00

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers\$3.75

SCIENCE AND PRACTICES OF CAKE, PIE, COOKIE, PASTRY AND VARIETY BREADS MANUFACTURE (1955)

By John C. Summers

A new book by Mr. Summers, a companion to his book on Breads and Rolls Manufacture\$4.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production\$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

by P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions\$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry\$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham

New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager\$2.00

BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennon

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint\$7.20

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully illustrated art paper, cloth bound\$4.50

PASTRIES (Revised 2d Edition)

By "Nirvana"

Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks\$5.00

EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for\$7.00

PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some\$5.00

COMMERCIAL CAKE DECORATION

By "Nirvana"

Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs\$2.50

DECORATED CAKES & CONFECTIONERY

By "Nirvana"

This new work opens up a wide field for all who are interested in cake decorating. Supplies designs and procedure for a wide variety of decorated confectionery, such as Torten, Gateaux, Short Bread, Simmel Cakes, show pieces and Easter Eggs. Fifteen Chapters, 13 illustrations\$6.00

THE REASON WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done\$1.50

MORE REASONS WHY

By Albert R. Daniel

A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information\$1.50

HANDBOOK FOR ROUTE SALES EXECUTIVES (1955)

By Fred De Armond

This volume covers all the factors of route sales work. The baking industry is especially emphasized in it. It deals with all the techniques of establishing routes, controlling salesmen, marketing studies, sales manuals, sales contests, recording problems, transportation problems. A valuable help to bakers that have one or many routes for retail store selling. 276 pages, cloth bound\$6.00

SALESMEN IN THE MAKING (1956)

By Fred De Armond

A conference manual and textbook for training wholesale route salesmen. Part I is the conference manual, and part II the textbook for the route salesmen. Part II is bound separately as a 128 page book if desired, "The Way of a Winner" and offered at \$2.50 each. A complete program of 13 sales meetings. Interest-stimulating devices are introduced. Plastic, looseleaf binding, 239 pages\$5.00

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred De Armond

A new publication written especially for the route salesman and managers interested in this method of distribution\$3.50

ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design\$4.50

THE COMPLETE PATISSIER

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery\$10.00

BAKERS DICTIONARY

By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades\$3.50

DAY-BY-DAY BOOK

Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form.\$12.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its fifth printing. An invaluable aid in solving production problems almost as rapidly as they occur\$1.00

THE BAKESHOP FORMULA BOOK—Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products' quality\$1.00

THE BAKESHOP FORMULA BOOK—Breads, Rolls and Cookies

Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small\$1.00

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MOISTURE A PLENTY NOW for the 1957 Wheat Crop

There were times during the fall and winter when some were doubtful—but not Nebraska Wheat Farmers.

Invariably Mother Nature provides ample moisture during the growing season, so necessary to a bountiful July Harvest.

This year is no exception—Prospects are good for the 1957 Nebraska Wheat Crop.

GOOCH'S BEST *Identical Performance* FLOURS

GOMEC
Western Wheat

AKSARBEN
Spring Wheat

JUMBO
High Protein Spring Clear

GOLD NUGGET
Spring Clear

WHOLE WHEAT
Hi-Protein Spring

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.

Elevator Space 4,000,000 Bu.

name of a new baking concern incorporated under New York State laws. The directors are Horace and Veronica M. Vachon and Francis J. Angerer.

W. B. Prichett and B. W. Helbig have opened the new Parkdale Pastry Shop in Parkdale Plaza Shopping Center, Corpus Christi, Texas.

The New York Bakery, 228 Liberty St., Utica, has been formally reopened following an extensive remodeling program and expansion of store space. Benjamin Rosenblum, founder and president of the 55-year-

old business, is assisted by his sons, Jerry, vice president, and Hershel, secretary-treasurer.

Girling Bakery, Ltd., 10349 97th St., Edmonton, Alberta, Canada, has been incorporated.

Clarke's Bakery, 727½ Hope St., Providence, R.I., has been sold to Samuel Guttin and Stanley Kaplan. The new owners have just enlarged the building and installed a new oven and boiler. Mr. Guttin has for a number of years been associated with his brother, Alex Guttin, in the operation of Guttin Bakeries. The Clarke

bakery was operated for many years by Arthur Clarke and, during recent years, by his son-in-law, J. William Dorian.

The Green-Freeman Baking Co., Inc., has been opened in Boston as a wholesale and retail operation specializing in Jewish baked foods. Operators are Abraham Elman and David Greenman.

Charles Pomfret has taken over the Home Bakery, 1270 Pleasant St., Fall River, Mass., formerly operated by his uncle, Joseph Pomfret. This is the third bakery in the Pomfret



chain. The others are Chic Pomfret's Bakery, 212 Rock St., Fall River, and the Tiverton Bakery at 41 Main Rd. Tiverton, R.I.

The Madrona Bakery, formerly Dorsett Bakery, located for many years at 1127 34th Ave., Seattle, has been moved from the Madrona district to 3207 Beacon Ave. The owners are Mr. and Mrs. C. K. Butcher.

Mr. and Mrs. William Rasmussen, whose Dutch Maid Bakery, Goshen, Ind., was badly damaged in a fire, have announced that the bakery is to be remodeled and reopened as soon as work on it is completed.

Joseph Eichner and Lou's Kay, New York, are the new owners of Cleveland-Bilsky Baking Co., now known as Bilsky Bakeries. Mr. Eichner also owns Sutter Baking Shop, Brooklyn, N.Y.

Al Kimble, for many years with Swift & Co., Chattanooga, Tenn., has moved to Lakeland, Fla., where he will establish a bakery in the new Publix Super Market at Sarasota.

Nat Alterman, Providence, R.I., manager of Dunkin' Donuts, has opened a second retail bakery and snack bar at 630 Reservoir Ave. Cranston, R.I.

Mims Bakery, Jacksonville, Fla., has opened its third shop. J. R. Mims is the owner and operator.

Meyer's Bakery, Hot Springs, Ark., has moved to new quarters at 700 Hobson Ave.

Mr. and Mrs. Joseph Norman, Millersburg, Ohio, have purchased the Mount Gilead Bakery from the former owner, Ralph Primmer, and will open it under the name of Norman's Bakery. Mr. Norman has been associated with his father, James Norman, in the bakery business in Millersburg for the past three years. Riley's Bakery at Marion, Ohio, has completed a program of remodeling.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

Buy and Sell Through WANT ADS

**None Better
for Flour!**

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MULTIWALL BAG
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MULTIWALL BAG
PASTED OPEN MOUTH

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MULTIWALL BAG
SEWN OPEN MOUTH

CHASE
MULTIWALL BAG
SEWN VALVE

QUALITY
that Costs No More
EVERY FEATURE
for Outstanding
Performance

M/W MULTIWALL PAPER BAGS

by
**CHASE
BAG**

Look to Chase, too, for small paper bags, burlap bags, cotton bags, smart pretty-prints. Make Chase your bag-packaging headquarters.

Multiwall Bags, like everything else, should be *right* for the job—right for *you*. Anything less wastes your time and dollars, means loss and inconvenience to customers.

That's why Chase supplies Multiwalls in such wide variety, in so many types and constructions . . . why the many Chase options—in papers, tapes, sewing—permit precise, money-saving selection.

Chase recommendations are backed by 110 years of bag-making progress . . . of service and satisfaction. It's wise to specify "Chase" for *dependable* Multiwalls—for uniformity, durability, attractive bag printing . . . reliable shipment.

CHASE BAG COMPANY

General Sales Offices: 309 W. Jackson Blvd., Chicago 6, Ill.

Celebrates 50th Anniversary

BOONTON, N.J.—E. F. Drew & Co., Inc., one of America's leading producers of vegetable oil specialties, commemorated "Fifty Years of Progress" with a series of open house tours of the firm's spacious manufacturing facilities here recently.

The initial event in the golden anniversary celebration was a luncheon at the Knoll Golf Club, Boonton, attended by approximately 100 state, county and municipal officials, business leaders, Drew executives and representatives of the press.

J. B. Flint, a Drew official, acted as toastmaster at the luncheon and D. A. Coape-Arnold, executive vice president of the firm, welcomed the guests and extended greetings on behalf of the company. Prior to the luncheon, the group was conducted through several sections of the plant by representatives of the various divisions.

The celebration featured "employees' day" in the morning and "community day" in the afternoon.

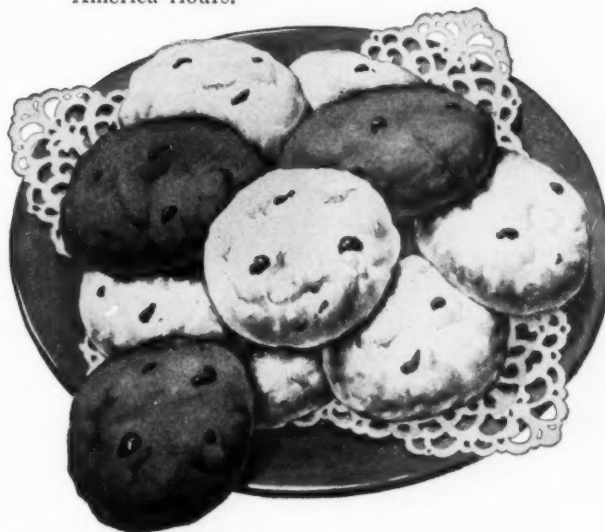
The tours stressed operations of the edible oils division, largest division of the firm, which handles coconut oil, hydrogenated coconut oil, coconut butter and its all-hydrogenated vegetable shortening.



JUNE PROMOTION — Durkee Famous Foods has released a special promotional kit for the slow summer months, "Toffee Nut Confection Roll." The roll has a caramel-type filling. Durkee is offering to bakers, without cost, a kit containing full color illustrations, such as the one pictured here, on window banners, and self-standing easel cards in an attractive table setting, along with materials for convenient newspaper and handbill advertising.

Masterpieces

of the fine art of quality baking! They're a result of controlled milling, in which the laboratory technician had a bigger part than the mill hand. Pre-testing makes the difference in uniformly fine, Flour Mills of America flours.



flour mills of America, Inc.

KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE

All Grades

RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

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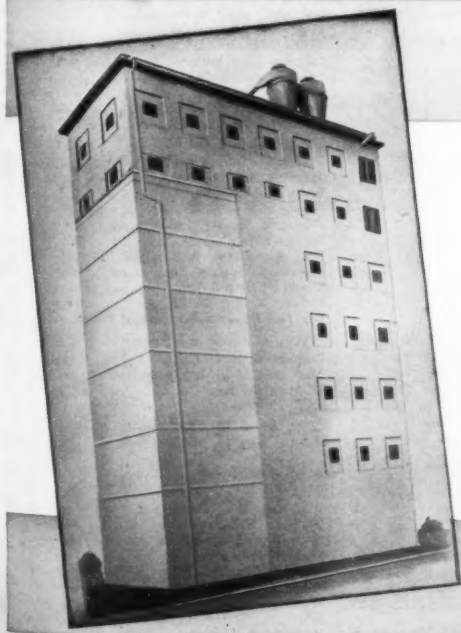
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Report on Dietary Levels in U.S. Published

WASHINGTON — The average amount of food brought into American kitchens can supply families with more than enough calories and eight of the most important nutrients, according to a U.S. Department of Agriculture report, "Dietary Levels of Households in the U.S."

This publication is the most recent in a series presenting the results of a USDA survey of U.S. food consumption, made in the spring of 1955. The study covered food used up in one week by 6,000 homes throughout the country, but no allowances were made for food discarded as waste.

Rising levels of real income and greater public understanding of the importance of good diet have done much to improve American eating patterns. In a previous large-scale survey, made in 1936, one third of the diets studied was classed as poor. Today probably as few as a tenth of U.S. households have diets that would be considered poor by 1936 standards.

Iron and three of the B vitamins—thiamine, niacin, and riboflavin—have shown outstanding increases since 1936. The bread and flour enrichment program begun in the early 1940's has helped bring more of these nutrients into the nation's diets. Increased consumption of milk and meat has meant higher levels of calcium and protein, as well as B vitamins.

Not all households had food supplies that provided families with the nutrient levels recommended by the National Research Council. But since these allowances provide safety margins for most nutrients, families whose diets fell short of the recommendations were not necessarily suffering from malnutrition.

In about a third of the households, diets did not meet calcium recommendations, usually because they did not contain enough milk. Because consumption of vitamin-C-rich fruits and vegetables was too low, a quarter of the households surveyed were not getting enough of this vital nutrient. But 90% of the households got at least two-thirds of the allowances for calcium and vitamin C, and more than 90% got at least two thirds of recommended amounts of the other nutrients studied—protein, iron, thiamine, niacin, riboflavin and vitamin A.

Compared with urban diets, farm diets per person contained more milk, grain products, fats and oils and sugars, and provided more calories and more of all nutrients studied except vitamins A and C.

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